

INSIDE DOPE

by GEORGE F. TAUBENECK

Stories of the Week
Worst Jokes of the Week
Verse of the Week
Stories from Abroad
The Lost Sheep Returns
Salute to a Grand Fellow

Stories of the Week

Over the telephone a disembodied voice queried:
"How was your party last night?"
"We're having," came the reply,
"a great time."

Across the street from a St. Louis hospital is St. Peter's parochial high school and its athletic field.

A patient in this hospital underwent a serious operation. He had been told, frankly, that his chances for survival were 50-50. While he was emerging foggily from anesthesia, the high school football band rehearsed blustily on the nearby field. He heard it.

"What's that?" he quavered to his nurse.

"Oh, that's just music from St. Peter's band," she calmed.

This rejoinder took a moment or two to sink in, whereupon he half-arose, and shouted:

"Whoopie! I made it!"

Worst Jokes of the Week

Teacher: "Use the term, 'highway cop,' in a sentence."
Adult pupil: "Highway cop with a headache Sunday morning."

"How do animals breed?"
"True dene noses."

Teacher: "Define the word, bigamist."

Pupil: "It's an Italian fog."
"Yes?"
"Yeah. Bigga mist."

Verse of the Week

Publisher's Weekly counsels novelists thusly:
The formula's simple and certain to please:
So pack up your passions and let them have voice;
In fiction affliction is terribly choice.
Disaster, Dementia, Divorce, and Disease.

Stories from Abroad

From the British publication, *Lancet*:

Red cross workers receive instructions at a Yorkshire hospital. To lend a certain verisimilitude to the scene, the instructor commonly relates a story of a supposed accident, how it occurred, extent and nature of the injuries.

Students are urged to conduct themselves precisely as they would in treating an actual case. They are to ask relevant questions and take common precautions.

In a recent session the doctor in charge explained that the victim was a lion-tamer who had been clawed severely by one of his less docile charges. The first students under test approached with usual briskness, words of cheer upon their lips. Then came a stolid young Scotsman. He paused at the entrance, looked carefully about, and asked an anxious question:

"Where's the lion now?"

An old friend from bygone days somehow was admitted to the private office of Rumania's home-grown Communist Commissar.

By chance he noticed the Commissar's telephone. It has no mouth-piece; only a receiver.

"How odd!"

The Big Shot beamed with pride. "Great Russian invention. It is my private line to the Kremlin."

Between twists of the wrist a Soviet worker whispered to a fellow chain-ganger:

"Is cancer impossible to cure?"

"Why worry? Malenkov hasn't got it yet."

"But it is one thing to urge the need for expert consultation at every

(Concluded on Page 8, Column 3)

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What Is a Freezer?

(Guest editorial by Charles F. Pearson)

FREEZERS are the best things that you can have. They are made to provide a real-life supermarket right in the home—to become an honest-to-goodness treasure chest of health-giving and tasty foods.

A Food Freezer will fast freeze, store frozen foods, even turn out a batch of ice cream like you've never eaten before. A freezer is a food bank, a frozen horn of plenty, filled to the brim with good things to eat. A freezer is as good as a savings account, and as handy as a pocket in your shirt.

Man borrows many things to make a food freezer: the gleaming whiteness of fresh-fallen snow for a lustrous finish; the security of a safety deposit vault; the versatility of a frozen food locker plant; the spaciousness of a warehouse; the ruggedness of a snow-capped mountain; the beauty of an old masterpiece; and to top it all off, he adds the value of a King's estate.

A freezer will keep, month after month, your selection of ice creams, juicy steaks, and tender chops. Choice roasts and homemade rolls. Spring peas and vitamin-filled carrots. Frozen juices from Florida, lobster from Maine, and Abalone from California. Georgia peaches and tree-ripened Michigan cherries and apples. In addition to most all fruits, vegetables, meats, and poultry, freezers are even perfect for keeping golf balls ready for next season's use, and Mom's new fur coat through the warm months. Freezers are largest when you see them empty, smallest when they are filled with food and in your home (you always need room for just one more package). They are the conversation piece of every group—on the commuters' train, in the theater lobby, at the office, in school, across the back fence, and over a morning cup of coffee.

(Concluded on Page 24)

Estimate Shipments of 372,000 Room Units In First 4 Months

AUBURN, N. Y.—Industry shipments of 1953 room air conditioner models through April 30 have been estimated at 372,000 units, by Herbert L. Laube, president of Remington Air Conditioning of Remington Corp.

This compares with the estimated 12-month industry total of 341,000 units shipped in all of 1952.

Laube made his estimate in reporting that dollar sales of Remington room air conditioners for the six months April 30 totalled \$3,840,312, more than double the amount for the same period a year ago. Net earnings by Remington for the period were \$101,013, or 47½ cents per share, compared with \$43,191, or 21 cents a share a year ago.

The firm has shipped, in the first

NARGUS Convention Set For Chicago June 14

CHICAGO—The 1953 convention and exhibition of the National Association of Retail Grocers will be held at Navy Pier here starting Sunday, June 14 and continuing through June 18.

Approximately 15,000 retailers, wholesalers, manufacturers, and brokers are expected to participate.

There will be 428 exhibit spaces with displays of all kinds of equipment, fixtures, and store building necessities in addition to a wide variety of food and grocery items, including perishables and frozen foods.

The convention will include panel presentations on store modernization and expansion (Sunday afternoon, June 14), profitable meat merchandising (Monday morning), "Teamwork In Selling Makes Profits for All" (Monday afternoon), planning produce operations and pre-packaging (Tuesday morning), and "My Most Profitable Promotion" (Thursday morning).

Reservations may be made through NARGUS, 360 N. Michigan Ave., Chicago 1, Ill.

Baker Separates Refrigeration and Conditioning Lines

SOUTH WINDHAM, Me.—The refrigeration and air conditioning lines made by Baker Refrigeration Corp. here for the past six years are being separated under a capital change, it was announced recently by Mark E. Mooney.

Two new corporations, Baker Refrigeration Co. and Bakeraire Corp., have been organized to carry on the individual lines, he said.

Under the change, the parent company, American Wheelabrator & Equipment Corp., has sold its refrigeration machine business at Little Falls, South Windham, to the newly-organized Baker Refrigeration Co. This new firm will be headed by Jerome K. Jelin of Cincinnati.

The other new corporation, Bakeraire Corp., will continue to manufacture and distribute the air conditioning equipment it makes at its Mallison Falls, South Windham, plant.

No change in personnel is planned for Baker Refrigeration Co., according to Jelin.

"All plant employees, sales personnel, and distributors will be retained," he said, "and headquarters will remain at Little Falls."

Officials at South Windham said the change should increase production and eventually will mean an increase in present employment.

63 Mfrs. List Home Freezer Specifications

25% More Makers Than In '52 Give Data on 269 Self-Contained Models

DETROIT—Specifications on 269 models of self-contained home freezers produced by 63 manufacturers are presented in this, the sixth annual "Home Freezer Specs" issue published by AIR CONDITIONING & REFRIGERATION NEWS.

More manufacturers are represented in this issue than in any other since the first "Specs" issue was published in 1948. In that first issue, there were also 63 manufacturers represented.

Last year 48 manufacturers were listed. They made 186 models of freezers. That was an average of slightly less than 4 models per manufacturer. This year the average is slightly more than 4 models per manufacturer.

All of the nationally distributed freezers are listed here, with the exception of Montgomery Ward, which had not been heard from at press time. In addition, there are many freezers listed that are distributed only in certain regions of the country.

Twenty manufacturers who were not making self-contained freezers last year have been added to the rolls this year. Included among them are Admiral, Bendix, Servel, Maytag, McCray, LaCrosse Cooler, Thor, and Westinghouse.

The specifications listings start on page 14 and cover most of the succeeding pages. An alphabetical index by brand name appears on page 4.

(On page 22, the Uprite Freeze freezer has been erroneously attributed to International Harvester. It is made by International Products Corp. of Los Angeles.)

Philco First Quarter Sales Hit High of \$129,058,000

PHILADELPHIA—Sales of Philco Corp. in the first quarter of 1953 totaled \$129,058,000, the largest for any quarter of the company's history, it was announced by William Balderston, president.

In the first three months of 1952, sales were \$84,239,000, and net income after federal and state income taxes was \$2,341,000 or 64 cents per share of common stock.

Kain Named Sales Mgr. For Koch Refrigerators

NORTH KANSAS CITY, Mo.—Appointment of Harold Kain as sales manager of Koch Refrigerators was announced recently by Chester K. Litman, president of the firm which manufactures refrigerated commercial equipment for food markets, restaurants, and all other food handling purposes.

Kain was purchasing agent and advertising manager for the Marlo Coil Co. from 1946 until his resignation to accept his present position. Previously, he had been employed from 1934 to 1942 by Koch, where he worked in engineering and design, sales, and as purchasing agent. Starting 1942, he served 37 months in the United States Army.



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'Good Housekeeping' Study Shows Savings By Proper Use of Freezer Can Pay for It

NEW YORK CITY—The 4th National Store Modernization, Building and Maintenance Show will be held June 9-12 at Madison Square Garden, New York City.

At this first "Stores" Show to be held in four years, there will be featured more than 100 exhibits of store equipment, building materials, services, merchandise-handling, warehousing, and maintenance equipment.

In addition to the exhibits, there will be daily clinics led by experts on significant aspects of store modernization and building, air conditioning, lighting, materials, handling, and warehousing. Clinic sessions will be held at 1:30 p.m. each of the four days of the show, in air conditioned rooms at Madison Square Garden.

On the opening day of the show, Tuesday, June 9, the clinic session will hear talks by J. F. Knoff, vice president of Chrysler Airtemp, on "Let's Clear the Air—What Air Conditioning Can Do for the Retailer"; and by John Marsh, vice president, Marsh Wall Products, on "Layout for

families are alike, it is hard to predict how much can be saved," the Institute declared.

It continued: "With a freezer food plan, savings are more predictable;

you are assured of a certain saving

when the bulk of your food is bought at quantity prices. But for the maximum saving you must use a high percentage of frozen food and practice economy in every way you can when you shop and cook . . .

"Apparently the saving comes not just from buying food at less than

retail prices, but also from the inherent economies of owning a

freezer."

The Institute declined to recommend any particular freezer-food plan but recommended that interested

(Concluded on Page 2, Column 4)

Pittsburgh Freezer-Food Industry Adopts Code

PITTSBURGH—A 14-point sales and advertising code designed to maintain "high standards" in the freezer-food plan field here were approved at a recent meeting of appliance dealers, meat distributors, department and chain stores, and banks.

The code was drawn up by members of the local freezer-food industry after an investigation of its advertising and sales practices by the Better Business Bureau, according to George H. Dennison, BBB manager. The code was approved by those attending the meeting.

The code bans the use of specific savings claims and such terms as "tremendous" or "substantial" savings; advertisements or sales presentations which state or imply that a freezer is "free" or available "at no cost to you" or "savings pay for the freezer"; and terms such as "wholesale prices" or "at wholesale cost" or "wholesale food plan."

Also, the code states that extra

charges for delivery, cutting, and service shall be conspicuously disclosed; that only U. S. Government grading terms will be used in describing grades of meat and all meats so advertised must be Government stamped; and that unqualified terms such as "no down payment" shall not be used if any advance payment is required.

Sears Plan Gives Owner Choice of 25 Food Outlets

CHICAGO—"Now you can save a lot of money on the freezer and food of your choice . . . all on one low down payment and easy monthly payments . . . up to \$200 worth of food . . . buy food any time . . . select your foods . . . choose your grocer."

These phrases were used by Sears, Roebuck & Co. in a full-page newspaper advertisement run recently to announce its new freezer-food plan under which customers can buy food from any of several markets and locker plants.

An unusual element of the plan is

that food purchases, as well as the freezer, can be financed over a 24-month period. Also, customers can get additional loans at the long-term rate to cover food re-orders.

Customers are given food certificates equal to the amount of the food loan. The certificates will be redeemed by some 25 firms, including A. & P., Kroger, Jewel food stores, National Tea stores, Hillmans, and a number of local locker plants.

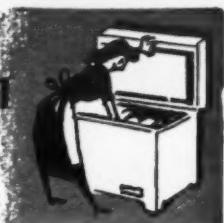
These freezer-food combinations were promoted in the ad:

A 4.1-cu. ft. chest-type freezer at \$169 (regular price, \$184.95) and up to \$75 worth of food; a 9.1-cu. ft. chest-type freezer at \$249 (regularly \$299.95) and up to \$125 worth of food; a 14-cu. ft. chest-type model at \$310 (regularly \$349.95) and up to \$150 worth of food; an 11.3-cu. ft. upright freezer at \$329 (food allowance not specified); and a 19.4-cu. ft. upright at \$419 and up to \$200 worth of food.

Figured on the basis of a 10% down payment and a pay-off period of 24 months, the maximum monthly payment on the largest freezer with the full food allowance would be about \$23, according to Sears.



HOME & FARM FREEZERS



'Good Housekeeping' Freezer Study--

(Concluded from Page 1, Column 3) readers contact their local Better Business Bureau "for information on specific plans."

The Institute said, "We believe that many families, though not all, can profit by a freezer-food plan."

How large a family's freezer should be depends to a great extent on how the family expects to use it, the Institute said. But it recommended that in no case should it provide less than 3 cu. ft. per person. Considerably more space will be needed if it is to be used for quantity buying or for storing home grown foods.

"The larger the freezer the more impressive will be your savings in

time and money," the Institute advised.

FOUR DIFFERENT PLANS USED BY AS MANY FAMILIES

To get its facts on freezer-food plans, the Institute made arrangements with four families to cooperate with the Institute in using and judging four different plans. One plan was operated by a local appliance dealer under the guidance of a freezer manufacturer; the second by a large food plan operation; the third by a locker plant, and the fourth by an independent local organization.

Each family kept detailed records of the costs of food bought on the plan as compared with retail prices, how much food was used from the freezer each week, how much was spent for food to supplement what was stored in the freezer, etc. At regular intervals editors and home-makers met to compare notes.

"At every meeting," said the Institute, "everyone was enthusiastic about the convenience of the freezer. Right from the beginning we found that two things were apt to happen. First, when housekeepers saw good buys of any kind on their shopping tours they took advantage of them. And second, the smaller market list (due to the food at home in the freezer) enticed them to spend their money for fancy items of one kind or another.

BUYING EXTRAS CAN USE UP SAVINGS

"Many plans encourage users to watch for specials because this contributes to the savings that can be achieved with a food plan. But the inclination to spend money for extras can toss all your profits away."

In addition to the question of saving money, the Institute answered other specific questions. Here is the gist of the Institute's answers:

Is the freezer-food plan a sound idea?

"The idea of buying several months' supply of frozen food when you buy a freezer is basically a sound one. Since the freezer-food plan offers you a means of financing the entire purchase, you are not faced with a major cash outlay to stock the freezer . . . Furthermore a good food plan cuts your marketing time and gives you both convenience and variety in planning your menus. Our families all agree on this point."

WHAT SHOULD USER KNOW ABOUT PLAN BEFORE JOINING?

What should buyer know about a food plan before deciding to join?

The points listed by the Institute are those covered by every salesman's presentation, including size and features of freezer, price of freezer, and cost of warranty, insurance, and service, source of food, delivery, minimum size of order, and complete cost of plan.

How do you choose a supply of frozen food for three or four months?

The Institute said a salesman or a home economist will help with the first order. "Remember," it advised, "that unless the selection of food is worked out carefully, you may have to replenish your frozen food supply before you've finished paying for the original order."

Doesn't the freezer food plan require a freezer larger than the one a family would buy normally?

"In all probability, yes, and you will be thankful for it over the years. The size needed is determined not only by the number of persons in the family, but by the number of months' food supply featured by the particular plan you're considering. However, if the freezer required for a six-months plan seems to be too large for even your long term needs, you'll be better off with a three or four-months plan."

Are there intangible advantages in the freezer-food plan?

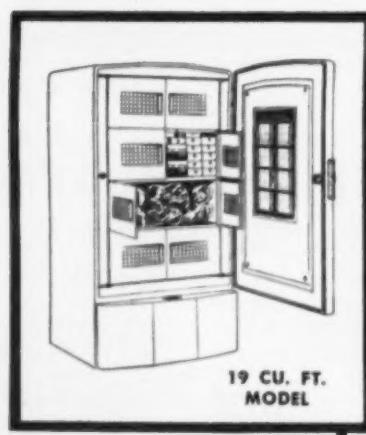
"There very definitely can be. Without exception, the families who helped us in this research enjoyed better and more varied meals than they had before. . . . Above all they were enthusiastic about the convenience of the freezer . . . All four families are wiser shoppers as a result of their freezer-food plan experience."



New World Standard of Fine Food Freezers

ONLY FREEZE PANTRY OFFERS ALL THESE FEATURES...

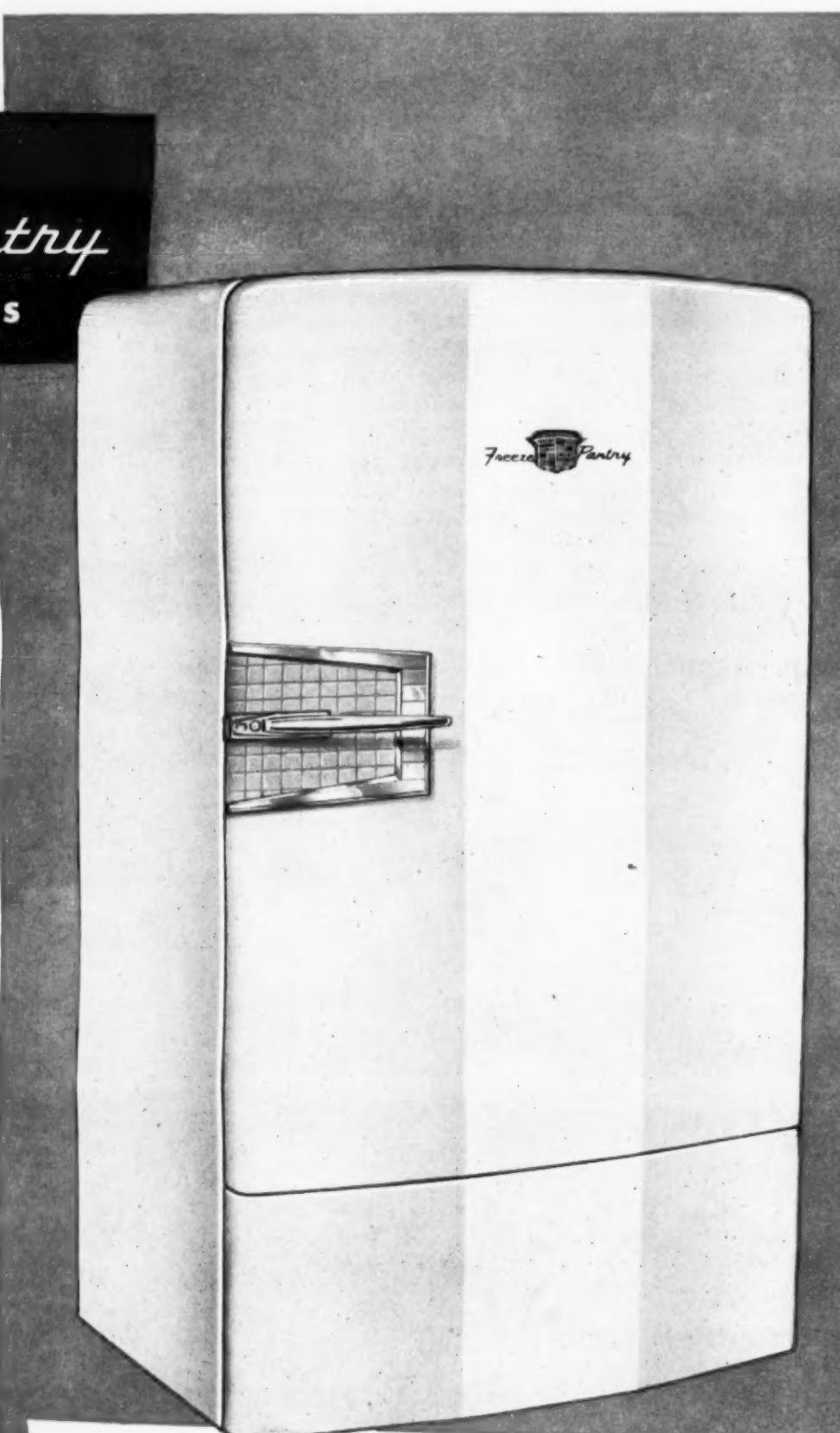
- Radian Freezing Surfaces
- Non-rusting rigidized aluminum liner
- Automatic Alarm Signal
- Hi-density Fiberglas insulation
- $\frac{1}{3}$ h. p. Tecumseh unit
- Upright convenience
- Built-in door lock
- Five-year unit warranty
- New and superior structural design
- Lighted compartments
- Optional inner doors
- Distinctive styling for eye appeal
- Furnace brazed coiled shelves
- Food spoilage warranty
- New type, patented door seal
- Freon 22 refrigerant
- Unsurpassed Refrigeration Performance
- Every freezer performance-tested before shipment



19 CU. FT. MODEL



27 CU. FT. MODEL

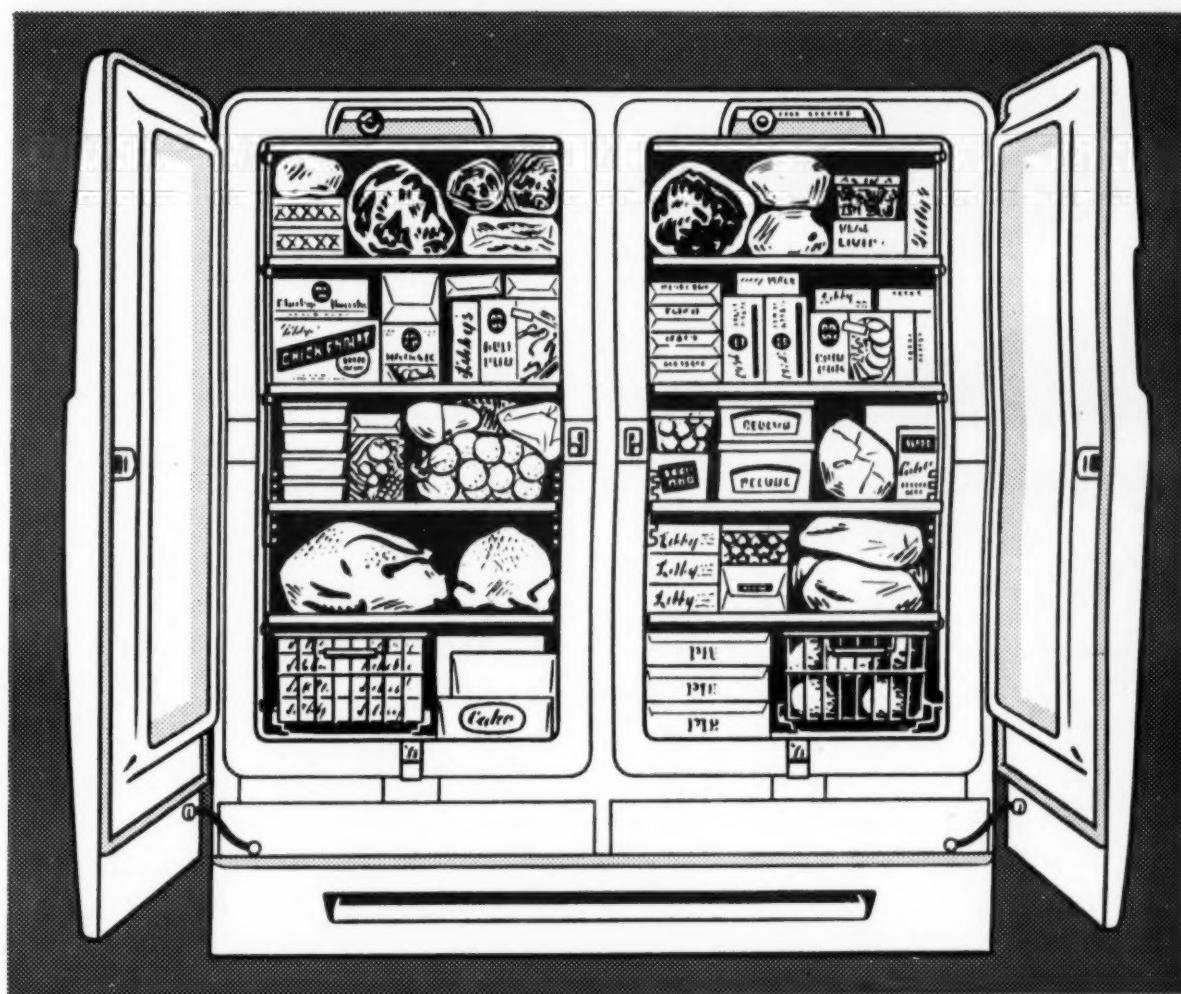


The men who create, design and manufacture Freeze Pantry are acknowledged authorities in the freezer field. Ryan Industries, as a fabricator for many major firms, is the recognized producer of the new world standard of fine freezers. Distributor and dealer inquiries are cordially invited . . . you'll find Freeze Pantry to be the luxury freezer with exceptional profit margins. Write today for complete information and prices.

See the new world standard of fine food freezers—17th floor American Furniture Mart. SPACE 110-111

RYAN industries
REFRIGERATION DIVISION
HOPKINS, MINNESOTA

NEW! 2-DOOR UPRIGHT SCORES SMASH HIT IN FREEZER SALES!



NORGE

*The freezer designed
for big savings and
ample storage!*

Here's a *natural* for you!

This new Norge has been on the market for only a few months and already its sales are climbing by leaps and bounds.

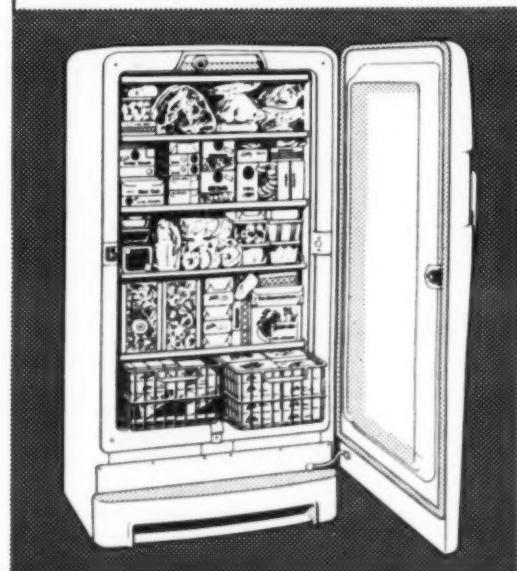
Why? Simply this. This new Norge was designed to fit the needs of a giant new market that started to take shape when the original Norge Upright Freezer was introduced. Everybody marveled at the new single-door upright that was (and still is) the world's fastest selling freezer.

But for those who recognized the economy and big savings of *quantity* frozen food storage, something bigger was needed.

And Norge has the answer . . . this 2-door upright with double the room (28 sq. ft. shelf space). This fills the bill to a 'T'. It offers everything they wanted —more storage space, Jet-Freeze Shelves, up-in-front convenience, and a sensible price. All this plus a \$300 Food Spoilage Warranty for 5 years.

If you'd like to be on the selling end of this giant new market, better call your Norge distributor right away. He'll give you full details.

THE COUNTRY'S FASTEST SELLING FREEZER!



**NORGE
UPRIGHT FREEZER**

It's amazing! This Norge hasn't been on the market a full year—yet it's reaping profits for Norge dealers at an unheard of pace.

If your freezer sales are not what they should be, it'll pay you to talk to your Norge distributor. He'll be glad to give you full particulars on this sensational profit maker.

NORGE ... the value-line of home appliances!

Room Conditioner Sales--**Room Coolers, Freezers Set Pace During March In West Penn Area**

(Concluded from Page 1, Column 2)
six months of this fiscal year, 20% more units than it did for all of last year—by exceeding February, March, and April production schedules—and has already received firm orders for all the units it can ship for the rest of this season, it was stated.

In making his estimate for the industry as a whole, Laube said:

"Companies who report their figures through the Air Conditioning and Refrigerating Machinery Association shipped 312,000 units during the period Jan. 1-April 30."

"Adding companies who do not report, I estimate shipments through April 30 at 372,000 units as against a 12-month total of 341,000 for 1952. It must be remembered that 1952 retail sales of 412,000 units resulted from a 70,000 unit carry-over from the previous winter and fall."

'54 Frozen Food Show--

(Concluded from Page 1, Column 4)
tion will be given to broad industry objectives as well as practical operating problems.

Social events which have become traditional will also be featured. Initial plans call for a cocktail party, an industry luncheon, and a grand banquet.

As in recent years, there will be no formal exposition in connection with the convention, but sample rooms will be available to those companies that may wish to set up displays.

All arrangements will be handled through the convention committee, National Association of Frozen Food Packers, 1415 K St., N. W., Washington 5, D. C.

PITTSBURGH—A 73% gain in room cooler sales and a 33% rise in home freezer sales were scored in March as compared with the same month of 1952 by dealers in the southwestern Pennsylvania territory served by the West Penn Power Co.

The utility also reported that clothes dryer sales were the highest for any March on record. They were 29% above those of last year.

Automatic washers were up 20%, water heaters 9%, and ranges 8% over last year. But refrigerator sales were down 3%, conventional washers 8%, garbage disposers 16%, ironers 19%, and dishwashers 32%.

The comparative unit volume figures for last March and March of 1952 are as follows:

| Appliance | March 1953 | March 1952 |
|----------------------|---------------|---------------|
| Refrigerators | 1,244 | 1,278 |
| Freezers | 232 | 174 |
| Room Coolers | 19 | 11 |
| Ranges | 797 | 739 |
| Garbage Disposers | 27 | 32 |
| Dishwashers | 32 | 47 |
| Clothes Dryers | 277 | 214 |
| Ironers | 96 | 118 |
| Automatic Washers | 482 | 402 |
| Conventional Washers | 1,202 | 1,310 |
| Water Heaters | 351 | 322 |

Yuhl Files Business Name

BUFFALO—A business name has been filed in the Erie County clerk's office for F. C. Yuhl Appliances, 410 Beard Ave., Buffalo, by Fred C. Yuhl.

Nickel Supplies To Be Rationed on Monthly Basis

WASHINGTON, D. C.—Supplies of nickel will be rationed on a monthly instead of a quarterly basis beginning in July, the National Production Authority has announced.

The change in procedure is necessary because the new Defense Materials System will require greater flexibility in allocating procedures for nickel, it was stated. It doesn't mean that the supply of the scarce alloying metal will be any more plentiful in the third quarter.

The Defense Materials System on July 1 will replace the present Controlled Materials Plan, and under it only direct and indirect military and atomic energy contractors will continue to get government assistance in securing materials.

Civilian users, after July 1, will have to rely on their own efforts to get materials. The exception to this is nickel, stainless and alloy steel, which is so scarce the government decided to continue rationing it.

To get monthly supplies of nickel, users must apply to the government on the first day of the month before the month in which the metal is to be delivered and used.

Topeka Firm Chartered

TOPEKA, Kans.—Comfort Equipment & C & R Electric Co. has been granted a charter. The firm, doing air conditioning, refrigeration, heating and other contracting, was authorized \$35,000 capitalization. Incorporators are Wayne F. Nightengale, J. Lewis Coffelt, and Harold E. Root. The resident agent is John A. Bausch.

Where Specifications Can Be Found

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Texas Appliance and TV Dealers Will Hear Industry Leaders at Their 'Profit Clinic' In Houston May 29

HOUSTON, Texas—Leaders from all levels of the industry will address the Texas Appliance and TV Dealers Profit Clinic at the Shamrock hotel here May 29, each one being hand-picked for his ability to contribute to the dealer's profit-building techniques.

Speakers on the program will include Elmer Wheeler, who appears through the courtesy of Allen B. DuMont Laboratories, Inc.; J. F. "Jim" Donnelly, vice president and general sales manager of Servel, Inc.; William Shipley of Main Line-Cleveland, distributor; J. B. "Kip" Anger, national sales training director of Motorola; Wallace Johnston, NARDA president; Mort Farr, past president of NARDA; Vergal Bourland, NARDA vice president; A. W. Bernsohn, NARDA managing director; and an authority on finance who will discuss financing problems.

Highlight of the affair will be presentation of a plaque to Dr. W. W. Kemmerer, retiring president of the University of Houston, for his work in getting the first non-commercial educational television station in the country on the air.

The Fortune magazine film "The

Salesman" will also be shown.

The evening of May 29 will be left open so that visitors to Houston may seek their own entertainment. Reservations are being made for those who wish them for dining and dancing in the Emerald Room of the Shamrock where Ray Noble's orchestra is appearing.

Activities scheduled for Saturday include a swim in the famous Shamrock pool in the morning and, at 2 p.m. an old-fashioned Texas barbecue with beer and all the trimmings sponsored by the 11 principal appliance distributors of Houston. Entertainment will include baseball, bingo, washers, horseshoes, and dancing.

President of the Houston Appliance Dealers Association, host to the Texas dealers, is Stanley Blount of Stanley's Appliance Center. Chairman of the Clinic is Elmer Alger of Sands Appliance Co. Reservations may be sent to HADA at the organization headquarters, 635 West Building, Houston 2.

Registration fee for the entire affair, including morning coffee and doughnuts, lunch, a cocktail session, and the barbecue, as well as all the lecture sessions is \$12.50.

'Guarantee' Against Food Loss Helps Sell Freezers

NIAGARA FALLS, N. Y.—A new angle in promoting home freezers in which the buyer of a home freezer is "guaranteed" against food loss in event of an operational failure of the freezer is being used by Visentine Appliance Co. here.

Says the dealer's advertising:
"You are insured against food loss. If any operational failure occurs to your freezer, Visentine will personally see that your food is stored at absolutely no cost to you. You just can't lose."

Quicfrez* freezers
So RIGHT
for your family

New 1953

feature-full models

Right Size: A full range for all size families from a popular sized 9 cu. ft. model on through 13.2, 16.8, (illustrated) and 20 cu. ft. chest-type freezers—each thrillingly styled for 1953!

Right Five Features: The important five you must have in a freezer...

- Dry-Chest Construction, to prevent condensation.
- Decorative Temperature Indicator and Safety Dial Cold Control Panel.
- Space-Saving Design, giving you at least 13% more food storage space in same floor area.
- \$200 Food Protection Warranty.
- Convenient Counter Height (36") Design.

Right Value: Quicfrez gives you a deluxe quality, feature-full freezer for far less than you'd expect to pay. Look into it—send now for new free literature and name of your nearest Quicfrez dealer!

Quicfrez, Inc. Fond du Lac, Wisconsin

Formerly Sanitary Refrigerator Company • Fond du Lac, Wisconsin

*T. M. Reg. U. S. Pat. Off.

Which of these methods is best for you?

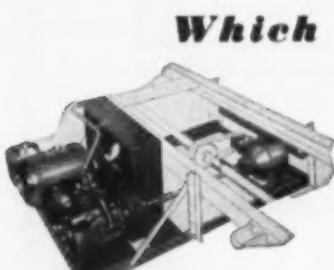
Which do you prefer . . . Mobile or Hold-Over truck refrigeration? Kold-Hold can give you either or a combination of both.

When your weather worries start, pick out the routes with the biggest refrigeration problems and call on Kold-Hold to give you a satisfactory solution. They will give you the right combination for your needs from such highsides as the Kold-Trux Mobile Unit, a mounted compressor, or make-and-break assemblies, coupled to such lowsides as Kold-Hold Hold-Over Plates, Thin Plates, Serpentine Quick-Action Plates, or Blowers.

Why not give us the details of your problems and let our engineers find the most efficient solution for you. Write today for details.



HOLD-OVER PLATES



KOLD-TRUX

Tell us your truck refrigeration problems and send now for complete data and literature.

KOLD-HOLD

Mobile and Hold-Over Truck Refrigeration

1000-1500-2000-2500-3000-3500-4000-4500-5000-5500-6000-6500-7000-7500-8000-8500-9000-9500-10000-10500-11000-11500-12000-12500-13000-13500-14000-14500-15000-15500-16000-16500-17000-17500-18000-18500-19000-19500-20000-20500-21000-21500-22000-22500-23000-23500-24000-24500-25000-25500-26000-26500-27000-27500-28000-28500-29000-29500-30000-30500-31000-31500-32000-32500-33000-33500-34000-34500-35000-35500-36000-36500-37000-37500-38000-38500-39000-39500-40000-40500-41000-41500-42000-42500-43000-43500-44000-44500-45000-45500-46000-46500-47000-47500-48000-48500-49000-49500-50000-50500-51000-51500-52000-52500-53000-53500-54000-54500-55000-55500-56000-56500-57000-57500-58000-58500-59000-59500-60000-60500-61000-61500-62000-62500-63000-63500-64000-64500-65000-65500-66000-66500-67000-67500-68000-68500-69000-69500-70000-70500-71000-71500-72000-72500-73000-73500-74000-74500-75000-75500-76000-76500-77000-77500-78000-78500-79000-79500-80000-80500-81000-81500-82000-82500-83000-83500-84000-84500-85000-85500-86000-86500-87000-87500-88000-88500-89000-89500-90000-90500-91000-91500-92000-92500-93000-93500-94000-94500-95000-95500-96000-96500-97000-97500-98000-98500-99000-99500-100000-100500-101000-101500-102000-102500-103000-103500-104000-104500-105000-105500-106000-106500-107000-107500-108000-108500-109000-109500-110000-110500-111000-111500-112000-112500-113000-113500-114000-114500-115000-115500-116000-116500-117000-117500-118000-118500-119000-119500-120000-120500-121000-121500-122000-122500-123000-123500-124000-124500-125000-125500-126000-126500-127000-1275

Thanks to you Mr. Independent Distributor and Dealer!



L. J. SORENSEN

Vice President and General Manager
Deepfreeze Home Appliances

This is our way of publicly thanking you for the great job you did for Deepfreeze Home Appliances in 1952, and are continuing to do in 1953. A lot of long-standing records have been shattered by you and by us.

You may ask, didn't everyone have a terrific year? And aren't they expecting '53 to top it?

The answer is "yes" to both questions. But the point is that Deepfreeze Distributors and Dealers enjoyed an even greater increase in business.

Was it the excellence of our products? Was it our great trade name? Was it our powerful national advertising program that embraces national magazines, plus coast-to-coast TV and radio programs every single week?

Or was it the fact that the man who is *independent*, whether he's a Distributor or Dealer, is free to specialize on whatever lines he *wants* to handle and therefore does a better selling job?

We think it's a combination of all these things.

Great products, great name and great advertising all play a vital part. But the fact remains that the Deepfreeze Distributor and Dealer is "his own boss." He is not compelled to carry a variety of small-profit, "tag along" products, and he can carry any complementary lines of major appliances he pleases.

This gives him the freedom to work as hard as he likes and specialize in the products he likes. Result—he gets more satisfaction from his work and makes more money, too.

Our system of independent Distributors and independent Dealers is certainly the American way—and it will continue to be "the Deepfreeze way."

If you are an appliance dealer and don't feel you're getting a fair share of the appliance business in your community, see your Deepfreeze Distributor. You'll find that he has a lot of solid, practical ideas on how you can build your business and your profits!

Sincerely,

Buck Sorensen

"Buck" Sorensen

Deepfreeze Home Appliances

TRADE-MARK REG. U. S. PAT. OFF.

Remember, only genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters may bear our registered trade-name "Deepfreeze." They are made only by Deepfreeze Home Appliances, North Chicago, Illinois.

© 1953. Deepfreeze Home Appliances are also sold by authorized dealers in Canada.

Food Plan Operator Finds a Satisfied Customer Is His Best Asset--This Is How He Does It

By George M. Hanning

PEORIA, Ill.—Every food plan operator will tell you that a satisfied customer is his most important asset and that a food plan properly sold will not backfire.

H. W. Staats, operator of Staats Frozen Food Co. and a General Electric appliance dealership here, will tell you the same thing. But he takes several extra precautions to make sure his customers are satisfied and the plan is properly sold.

So far his extra efforts have paid off. His satisfied customers are providing his salesmen with enough leads to keep them busy and happy every day.

These are the extra precautions Staats takes:

1. He makes all his salesmen sign a 28-point code of ethics that is placed on file with the Better Business Bureau. Each salesman is bonded and is on record as promising not to deviate from this code.

2. Each customer is provided with a written food spoilage and freezer guarantee that protects the customer for two years to the extent of \$500.

3. Each customer is provided with a printed "purchaser's quality guarantee" that assures him that all foods will be of high quality and that he will be able to purchase them from Staats indefinitely.

4. Each food plan member, after he has used the plan for some length of time, is sent a questionnaire to determine if he is satisfied with the plan and if the company has done all that it had promised and the customer had expected...

Changes Plan To Suit

The questionnaire has been particularly valuable to Staats. It has enabled him to catch complaints early and remedy them. It has also enabled him to make slight changes in his plan to avert the same complaints in the future.

Most gratifying, of course, was the overwhelming vote of confidence most of his customers gave him. Their positive answers and laudatory remarks will become ammunition to help close more sales.

This is Staats questionnaire:

"Dear Food Plan Member:

"In order that we may actually serve you and your family better, we of The Staats Frozen Food Co. are asking the following questions. You should be able to answer these honestly through your experience as a member of our Frozen Food Plan.

"To the best of our knowledge we are doing the following but we would like to check ourselves and profit by your suggestions.

"1. Have we helped you in living better for less?

"2. Do you enjoy the freshness and the quality and the nutritional value of our frozen foods?

"3. Has the service on your freezer been to your satisfaction?

"4. If you have complaints, have they been taken care of?

"5. Do you find this new way of living easier for you?

"6. Are the size packages of meat proportioned and cut to your family requirements?

"7. Does your monthly payment coincide with your paycheck?

"8. Do you think your first six-months supply of perishable food will last?

"9. Are you using your freezer to best advantage?

(a) Such as buying in season for use out of season?

(b) Packaging and processing some of your own vegetable and fruits?

"10. Have our monthly bulletins, freezer clinics, and other literature given you ample information to enjoy the food-plan way of life?

"Have we given you the satisfaction through our food-plan that you expected? Please tell us in full."

A space was provided after each of the first 10 questions for a yes or no answer. All the customer had to do was check one or the other.

Space was provided at the bottom of the sheet after the last question for any remarks the customer wished to make.

Most customers answered yes to all the questions. Of those who gave no answers to some questions, the most frequent complaint was that the

meat was too fatty. Others said the bacon was strong, the meat would not last for six months, the packages were not sized to fit family needs, or that some service promised them had not yet been delivered.

Staats said that all of these complaints were immediately corrected as soon as the questionnaire was returned. In the case of the fatty meat, it was merely a case of explaining to the customer that U. S. Choice meat is by nature more fatty than U. S. Good. He recommended that if they wanted leaner meat that they switch to the Good grade.

The bacon complaint, he said, was caused by providing too much bacon in the initial order. It got strong before the customer got around to using it. After learning this, Staats reduced the quantity of bacon provided to later customers.

Where the customer said the meat supply would not last, Staats pointed out that the order was made on the customer's own estimate of his consumption. In these cases, it turned out that the customer was eating more meat now than he had it on hand and he had forgotten to include an estimate of his needs for entertaining in his original order.

Packaging problems were ironed out between the customer and the locker operator, while service problems were corrected by Staats own men.

Staats' "Purchaser's Quality Guarantee" reads as follows:

"We the undersigned:

"1. Hereby agree to sell to the above named purchaser indefinitely, such perishable foods, etc., as distributed by us, on the same



HOME & FARM FREEZERS



volume quantity purchasing basis as originally purchased through the 'Staats frozen food plan'. If the purchaser maintains good relations, we will extend time-payment arrangements on future purchases.

"2. Hereby unconditionally guarantee:

(a) All meats to be U. S. Government Inspected.

(b) All beef to be U. S. Choice quality or its equal.

(c) All vegetables, fruits, and juices to be of high quality.

(d) All other perishables to be of high quality.

"In the event you ever receive any perishables from us that do not meet the above high quality

standards, we will exchange this food (quality for quality) within seventy-two hours after inspection is made by our firm.

"3. To invite all purchasers to our quarterly freezer-food clinics. Such clinics will be held in the months of March, June, September, and December. All customers will also receive freezer-food bulletins."

The guarantee is signed by Staats. The home freezer food spoilage warranty reads as follows:

"Staats Frozen Food Co., herein-after called the Warrantor, warrants the above named purchaser against food spoilage due to mechanical or structural failure or inoperation of a

(Concluded on next page)

NEW YORK'S TOP OF NATIONWIDE SWING

Hundreds of New York Dealers Plus Thousands Across the Nation Making Automatic Ice-Maker Campaign a Smashing Success!



8 NEW ELECTRIC COMPRESSION MODELS!

- 9 Silent Gas Models
- 9 Motorless Electric Models

Only Servel gives you a choice of 26 gas or electric models!



Refrigerators



Home Freezers



Room Air Conditioners



All-Year Air Conditioning Systems



"Electric Wonderbar"



Water Heaters

Servel

The name to watch for great advances in
REFRIGERATION and AIR CONDITIONING

GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana

In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

This Questionnaire Helps To Weed Out Complaints

Dear Food Plan Member:

In order that we may actually serve you and your family better, we of The Staats Frozen Food Co., are asking the following questions. You should be able to answer these honestly . . . as a member of our Frozen Food Plan.

To the best of our knowledge we are doing the following but we would like to check ourselves and profit by your suggestions.

1. Have we helped you in living better for less? Yes No
2. Do you enjoy the freshness and the quality and the nutritional value of our frozen foods? Yes No
3. Has the service on your freezer been to your satisfaction? Yes No
4. If you have complaints, have they been taken care of? Yes No
5. Do you find this new way of living easier for you? Yes No
6. Are the size packages of meat proportioned and cut to your family requirements? Yes No
7. Does your monthly payment coincide with your paycheck? Yes No
8. Do you think your first six-months supply of perishable food will last? Yes No
9. Are you using your freezer to best advantage?
 - (a) Such as buying in season for use out of season? Yes No
 - (b) Packaging and processing some of your own vegetables and fruits? Yes No
10. Have our monthly bulletins, Freezer Clinics and other literature given you ample information to enjoy the Food-Plan way of living? Yes No

Have we given you the satisfaction through our Food-Plan that you expected?

Code of Ethics Keeps Salesmen In Line--

(Concluded from preceding page)

component part of the freezer above described, and further warrants the purchaser against food spoilage due to a failure of power caused by storms or other acts of God, all for a period of two (2) years from the installation date of the freezer on the premises of the purchaser as above shown, subject to the following terms and conditions:

"1. The liability under this warrant is limited to the sum of Five Hundred Dollars (\$500.00) loss at any one time.

"2. The Warrantor shall not be liable for any loss or damage unless the total damage amounts to the sum of Five Dollars (\$5.00) and then only for the excess over and above Five Dollars (\$5.00) for each and every loss.

"3. Coverage is not provided:

(a) Against inherent vice, natural spoilage, or spoilage as a result of manual disconnection within the described premises;

(b) Against loss or damage arising from war, invasion, hostilities,

rebellion, insurrection, seizure or destruction under quarantine or customs regulations, confiscation by order of any government or public authority, or risks of contraband or illegal transportation and/or trade;

(c) Outside of the United States of America, its territories and possessions, and the Dominion of Canada;

(d) Against loss or damage directly or indirectly due to any riot or strike.

"4. In the event of loss or damage, purchaser must notify the Warrantor within three (3) days of the date of the known loss or damage and shall keep the damaged food for a period of three (3) days to permit inspection of such damaged food by the Warrantor. In the event the loss sustained is covered by this warranty, then the spoiled food shall become the property of the Warrantor."

The warranty also carried this note at the bottom:

"Important: In the event of power failure, do not open the box any more than is absolutely necessary."

Staats' code of ethics that all his salesmen are required to sign in-

cludes all the points usually covered by Better Business Bureau codes. They prevent such misrepresentations to the customer as that he gets his freezer free, purchases at wholesale prices, makes specific percentage savings, or that the food will last a specific period of time.

In addition to outlining what the salesmen should not say or do, it also specifies certain positive policies of the company, as follows:

"20. The Volume Purchasing Price offered the customer will be maintained by this organization on the same marginal basis, regardless of fluctuations of market prices.

"21. This company has entered the frozen food plan with every intention of continued and expanding operations in the frozen food industry.

"22. The quality guarantee offered customers shall never be changed to a customer on any future sales. The guarantee will apply to a particular customer as long as this customer desires to do business with this company.

"23. Proper reserves shall be maintained by this company to cover the Food Insurance Plan given to our customers, and are further substantiated by a reputable bonding company.

"25. Group life insurance shall be provided for every purchaser in this frozen food plan. This will cover purchaser in case of death.

"28. As assurance to the general public, we shall not merchandise any freezer unless such freezer is approved by the National Electric Manufacturers Association."

Better Business Bureau Gives Him Clean Record

Staats said that he has checked several times with the Better Business Bureau to see if there have been any complaints against his plan. To date, he said, there has not been a single complaint.

"You don't have to exaggerate to sell the frozen food plan," Staats declares. "It's a good deal and will be convincing if you tell prospects the truth."

The group life insurance plan has already assumed great meaning for Staats. He had two customers die in one week. One of them had yet to make his first monthly payment. But, Staats said, he paid off the balance due on the freezers promptly. He is going to make photostatic copies of these cancelled checks and put them in each salesman's presentation kit.

Staats set up his frozen food plan last March. Right from the beginning he divorced it from his appliance business. He tied-in with a local locker plant with a downtown location and uses upstairs space for his sales force.

Though Staats splits his time between his appliance dealership and the frozen food plan business, he has a full-time sales manager to direct the freezer sales crew. This sales manager is a man with a food business background and skill in direct to consumer selling. He gets an override on all sales and full commission on his own direct sales.

Contests Keep Salesmen On Their Toes

A continuous series of contests are staged for the salesmen to keep them on their toes. These are of various types, such as "steak and beans" contests between two teams, with the losers paying for the winners' dinner, or cash prizes for high salesmen.

In addition Staats has a standing rule that the salesman who closes five delivered sales in one week will receive a \$75 suit of clothes as a bonus. He says that this has proved to be a potent force in getting salesmen who have closed three or four sales to put forth extra effort to close a couple more.

When Staats started in the frozen food plan business, he mailed out 78,000 cards announcing his plan to Peoria area residents. He thought that his return of two or three cards per thousand was poor, but other dealers tell him that it is average.

Purchasers are offered \$10 for each referral sold, and so far have kept Staats' salesmen busy.

Tight bank credit is one of Staats' big problems right now. He says he is getting about 15% rejections. Many of these rejections, he declares, he would accept, if he could handle the financing himself.

"I believe the man who buys a freezer is a good credit risk," Staats asserted. "He is a family man thinking seriously about the welfare of his family. If he has a good credit history, he is not going to go berserk on a freezer. When it comes to eating, he is going to pay that obligation first."

RETAILERS TYPICAL TO SERVEL!

SERVEL HOME FREEZERS

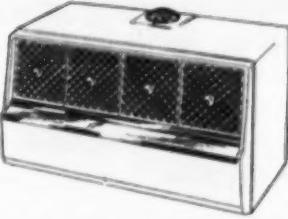
New Food-Plan saves your customers 25%!
Exclusive Cold-Seal construction gives top protection!

New
Servel
Food Plan!

Electric Wonderbar

Portable, Silent
Refrigette Styled as
Smart Furniture
AC or DC, 12 to
230 volts.

Perfect Indoors or Out!

SERVEL ROOM AIR CONDITIONERS

50% More Cooling Power!

Penn Development Features Air Conditioned Homes for \$16,500

DAYLESFORD VILLAGE, Penn.—A completely air conditioned, three-bedroom ranch type model home, priced at \$16,500, was unveiled here recently by Melvin C. Long, Inc.

To encompass at least 30 new homes, the development on Old Lancaster Rd., just east of Paoli, is the first in the Greater Philadelphia area to feature the Carrier "Weather-maker."

Situated on a full half-acre of ground in the seclusion of the Main Line's rolling countryside, the model home features light, cheerful colors, including white venetian blinds and white woodwork as one of the advantages which dust-free air conditioning provides homeowners.

The home's Youngstown kitchen with formica counter tops is highlighted with an Admiral electric 30-in. range. The model also includes a 50-gal. A. O. Smith glass-lined electric water heater.

Peirce Phelps, Carrier's Philadelphia distributor, supplied the 2-ton Weathermakers and other equipment.

Landry-Sipe & Co. Opens New Outlet In Houston

HOUSTON, Texas—Grand opening for Landry-Sipe & Co. at 5635 North Shepherd was held recently. John Landry and C. I. Sipe are co-owners of the firm.

The company handles Fairbanks-Morse products, Servel refrigerators, Chambers ranges, Hallicrafters, Sylvania, and R.C.A. television sets, Apex washers, and the Maytag line.

V. H. Williams is the appliance sales manager.

Smith Succeeds Hopkins As Sherer Service Manager

MARSHALL, Mich.—Announcement of the appointment of Glenn J. Smith as service manager of Sherer-Gillett Co. has been made by John H. Coolidge, president.

He succeeds Ben K. Hopkins who left the company to enter private business.

Smith joined the Sherer organization in September, 1946, following release from the service, as an on-the-job trainee. Concurrently, he enrolled in school for classes in both electrical and refrigeration theory and practice.

Since that time he has been continually engaged in the various phases of commercial refrigeration in the Sherer organization—manufacturing, testing, installing, and servicing.

Alleman Is Philco Vice Pres.

PHILADELPHIA—Herbert J. Alleman, widely known as a management consultant who joined Philco as a corporate officer in 1951, has been appointed vice president in charge of planning for Philco Corp., it was announced by William Balderston, president.

In his new capacity, Alleman will be responsible for the long-range planning of manufacturing facilities, organization, and operations of Philco, Balderston added.



G. J. Smith

INSIDE DOPE
by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

stage in making policy; it is another thing, and a very different thing, to insist that the expert's judgment must be final. For special knowledge and the highly trained mind produce their own limitations which, in the realm of statesmanship, are of decisive importance. *Expertise*, it may be argued, sacrifices the insight of common sense to intensity of experience. It breeds an inability to accept new views from the very depth of its preoccupation with its own conclusions. It too often fails to see round its subject. It sees its results out of perspective by making them the centre of relevance to which all other results must be related. Too often, also, it lacks humility; and this breeds in its possessors a failure in proportion which makes them fail to see the obvious which is before their very noses. It has, also, a certain caste-spirit about it, so that experts tend to neglect all evidence which does not come from those who belong to their own ranks."—HAROLD J. LASKI, *Fabian Tract No. 235*.

"Capitalism, after all, insofar as it claims free individual initiative, would seem to be more akin to the individualistic character of the intellectual; there is a *prima facie* similarity of tendency between capitalism and intellectualism. Capitalism

tic enterprise is not unlike intellectual creation, and it may be that they are but different forms of the same energy. At any rate, many are the capitalists in whom the urge forward is due, not to any material ambition, but to a creative impulse."—SALVADOR DE MADARIAGA, *Anarchy or Hierarchy*.

"Everyone knows how easily human personality becomes a unit in a statistical table for the bureaucrat."—HAROLD J. LASKI, *Fabian Tract No. 235*.

The Lost Sheep Returns

There's real significance in this news:

Norman Thomas, six-time Socialist candidate for the Presidency of the United States, at last has rejected the Karl Marx theory of class conflict. "State ownership has lost most of its appeal as an economic philosophy," he admits (sadly, we presume).

In a booklet entitled "Democratic Socialism—A New Appraisal," the 68-year-old chieftain of American Socialists acknowledged that the party of "my heart's desire" has little chance of growth in America unless the Democratic Party can be recaptured by "Forces which will move in an idealistic Socialist direction."

Events of the last 30 years indicate, the eloquent and lovable Norman Thomas ruefully admits, that "the working class is not the Messiah which some of us thought."

Marx insisted that lines of division between workers and owners were becoming steadily clearer. "This, however, has not been the case, least of all in our own country," Mr. Thomas observes. "There is no such tight fusion of all different economic groups into two and only two contending classes of owners and workers, as Marxism postulated."

Also, he hindsighted, nationalization of industry by the postwar Labor Government in Britain was "not the simple solution of all problems which many socialists in their age of faith had assumed."

"A completely non-competitive society would be dull and stagnant," he concludes—in a wonderful turnabout.

Thomas also attacked the contention that capitalism is the cause of war, adding that Socialism does not offer the world "a panacea against war."

As we contended in our book,

Peace and Progress, sensible "liberals" have had a chance to see how their too-idealistic dogmatism works out in practice. Only fools and fanatics stick with Marx now.

Salute to a Grand Fellow

When Bill Henderson bowed out of his longtime job as executive secretary of the Air Conditioning & Refrigeration Machinery Association—to accept an important position with the Direct Mail Advertising Association—he left behind him a host of ardent friends in our industry.

Including us.

It has been our experience that trade association secretaries resent influential trade papers. Perhaps there's a similar bridling between politicians and conscientious newsmen.

Be that as it may, for the record let us say that AIR CONDITIONING & REFRIGERATION NEWS had less trouble with, and more cooperation from, Bill Henderson than almost any man of his ilk, breed, and tribe.

Apparently the Direct Mail Association, which hired Bill, thinks well of him, too. Quoting DMAA President Lester Suhler, subscription manager, *Look and Quick*:

"After extensive search we selected Bill Henderson, who has been Executive Vice President of the Air Conditioning and Refrigerating Machinery Association, Washington, D. C. as Managing Director. With 17 years of experience in trade association convention management, Bill Henderson is well qualified to lead DMAA to further growth. I think we have selected the man who can continue to carry DMAA forward to a position of one of the most prominent advertising associations in the country."

"Bill Henderson, at 49, joins DMAA with a solid background of trade association management. As Executive Vice President of the Air Conditioning and Refrigerating Machinery Association for many years, Bill has built one of the smoothest functioning associations in the country today."

"He was also first secretary of Machinery and Allied Products Institute, and aided in the founding of the organization in 1933. Born and educated in Toronto, Ont., Can., he has lived in the United States most of his life. In World War II he was a U. S. Navy Intelligence Officer in the South Pacific."

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for
more
AIR CONDITIONING
profits for you**

In this air conditioning business, your profits (and ours, too) depend upon performance! That's why every performance factor—efficiency, economy, long service life, etc.—is so carefully considered in the design of Brunner air conditioning equipment. You can always depend upon Brunner units to protect your profits—no other equipment is easier to install, maintain and service on the job.

Brunner service-proven Self-Contained Air Conditioners in 3 models in 5 sizes (2, 3, 5, 7½ and 10 H.P.) now available. Easy to install... needs only water and electrical connections.

The most complete line of "open type" Condensing Units in the world—from ½ H.P. to 75 H.P. Brunner CAN MEET your requirement.

Brunner Application Engineers' advice and data are available on all Brunner Products. This helpful, free service can save you many hours of valuable time in estimating and quoting on complicated installations. If you're planning air conditioning and refrigeration installations it will pay you to investigate Brunner. See your Brunner distributor, or write:

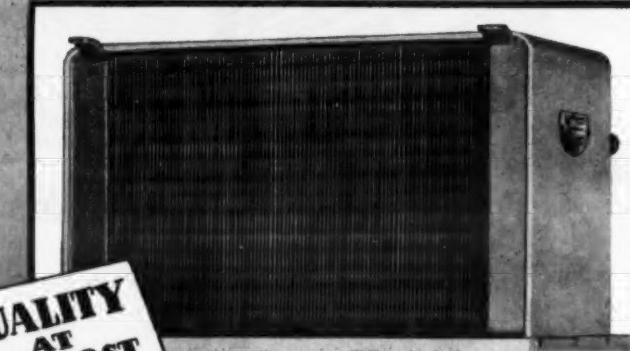
Brunner Manufacturing Company
Dept. A-53, Utica, N.Y., U.S.A.

IN CANADA: Brunner Corporation (Canada) Limited, Toronto, Ontario

YOU'LL ALWAYS BE GLAD YOU INSTALLED A



BETZ MODEL UC



QUALITY
AT
LOW COST

UNIT COOLER

| MODEL NO. | BTU'S @ 1° T.D. | C.F.M. | COIL SURFACE | LIST PRICE |
|-----------|-----------------|--------|----------------|------------|
| 260-UC | 260 | 485 | 82.34 Sq. Ft. | \$147.00 |
| 347-UC | 347 | 680 | 109.39 Sq. Ft. | 182.00 |
| 433-UC | 433 | 760 | 121.49 Sq. Ft. | 198.00 |
| 540-UC | 540 | 995 | 154.13 Sq. Ft. | 241.00 |
| 688-UC | 688 | 1260 | 204.19 Sq. Ft. | 307.00 |
| 867-UC | 867 | 1670 | 256.50 Sq. Ft. | 348.00 |
| 1080-UC | 1080 | 1975 | 307.92 Sq. Ft. | 411.00 |
| 1490-UC | 1490 | 2770 | 443.14 Sq. Ft. | 534.00 |

SEE THEM AT YOUR WHOLESALERS

BETZ CORPORATION

HAMMOND ★ INDIANA



HARMONY OF DESIGN, APPEARANCE AND VALUE!

Note your own experience. Only an UPRIGHT FREEZER can give you large capacity service in a limited floor area . . . only UNITED'S UPRIGHT FREEZERS have the appearance and convenience that are demanded today. Best of all, we have four great models to offer—and that means satisfaction for every freezer prospect—with UNITED UPRIGHT FREEZERS.

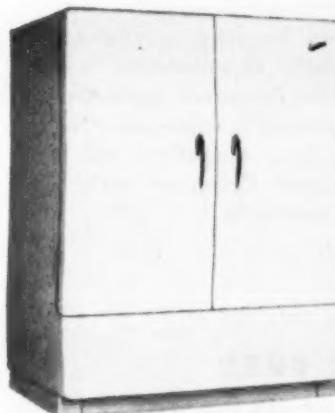
And here's a new note. UNITED'S UPRIGHT FREEZERS are engineered for better freezing qualities. Scientific placement of contact coils throughout achieves a faster freezing with better holding qualities—the secret behind UNITED'S famous balanced freezing. So—demand the freezers that do the most for you—UNITED UPRIGHT FREEZERS—and your sales will show you why.



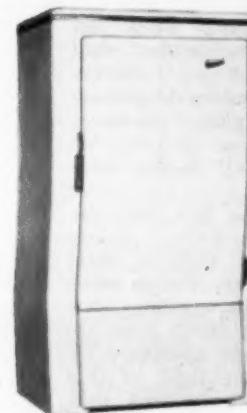
MODEL UF 171
17 CU. FT.



MODEL UF 172
17 CU. FT.



MODEL UF 32
32 CU. FT.



MODEL UF 211
21 CU. FT.

- APPLIANCE DEALERS
- DEPARTMENT STORE REPRESENTATIVES
- FREEZER FOOD PLAN OPERATORS

ONLY UNITED HAS THE FAMOUS "FOUR FREEDOMS" FOOD PLAN

Learn today about United Refrigerator's famous "FOUR FREEDOMS" FOOD PLAN—the most effective, field-tested freezer merchandising idea ever conceived. It's backed at every turn by United's follow-thru, right from the factory and warehouse down to local, on-the-spot counsel on banking trends and problems . . . a follow-thru that gives a big "FOUR FREEDOMS" to the dealer, too!

1 FREEDOM FROM SALES PERSONNEL PROBLEMS, because United field-men recruit for you and train for you sales managers and sales personnel in the technique of "Living Room Merchandising."

2 FREEDOM FROM FOOD HEADACHES, because United food experts help select your locker plant, set up and continually oversee your entire food operation.

3 FREEDOM FROM ADVERTISING AND PROMOTION WORRIES, because United creates and supplies newspaper ads, radio copy, sales presentations, door hangers, direct mail pieces, everything you need.

4 FREEDOM FOR PROFITS on a modern, complete line of UPRIGHT cabinets, built by United, styled by United and priced by United for maximum turnover and profits.

For Complete Information on the
"FOUR FREEDOMS" Food Plan, Write Today
to . . .

GENERAL SALES OFFICE
UNITED REFRIGERATOR COMPANY
285 Madison Ave.
New York, N. Y.

Right on the crest of the trend toward better freezers, bigger freezers, upright freezers—UNITED is showing the way. Stepped-up demand everywhere for each of these handsome, practical, space-saving models is only proving something we've known from the beginning—that point for point, dollar for dollar, right down the line—UNITED'S UPRIGHT FREEZERS are the real naturals in today's freezer market! Yes—every freezer prospect is a customer, and every customer gets complete satisfaction—when you specify and sell UNITED'S UPRIGHT FREEZERS.

Write, wire or phone the Hudson office today for complete and detailed information about United's program for you.

UNITED REFRIGERATOR CO.
LOCUST AND WALNUT STREETS • HUDSON, WISCONSIN

Dealer Costs-of-Doing-Business

**NARDA 1952 Survey Shows Composite Net Sales Gain of 8.8% over 1951
But Total Dollar Profits Declined 2.8% for Same Period**

CHICAGO—The majority of dealers participating in the National Appliance & Radio-TV Dealers Association's 1952 costs-of-doing-business survey showed a composite net sales gain of 8.8% over 1951 but their total dollar profits declined 2.8%, according to the survey report.

Other highlight findings of the survey:

Net profit ratio to net sales for all reporting dealers was 3.2%, up 0.3% from 1951 but the second lowest in the seven years the survey has been conducted.

Television was the biggest seller for the second straight year. Refrigerators regained the number two spot after giving way to washing machines in 1951.

Ratios of trade-ins to physical unit sales of refrigerators, washing machines, and ranges increased sharply to new highs.

AVERAGE TURNOVER RATE BEST ON RECORD

The average turnover rate, 4.4 times, was the best showing recorded since this factor was first computed in the survey for 1949.

"Reckless price cutting" topped the list of dealer grievances, with the trade-in problem close behind.

Laundry equipment headed the list of product lines which dealers believe will be the best sellers in 1953. Television is expected to be in second place, followed closely by refrigerators.

The survey was conducted for NARDA by Richard E. Snyder, economist consultant, who has handled the surveys since 1947.

The report explained that a majority group of 70% of all dealers participating in the survey gave comparative dollar sales and profit figures for both 1952 and 1951. This group accounted for 74% of the aggregate 1952 dollar sales of all reporting dealers.

"Six out of ten of these dealers showed dollar sales gains over 1951, with a composite rise of 8.8% resulting," the report stated. "This compares with a 1951 performance in which only four out of ten in the 'majority group' showed sales gains over 1950, bringing about an over-all sales decline of 2%."

8.8% NET SALES GAIN COMPARES FAVORABLY

The majority group's 8.8% net sales gain was also compared with an average increase of only 1.4% for all U. S. appliance dealers. Moreover, it was stated, this gain "compares favorably with the rise of 3.6% for all U. S. retailers (all trades combined)."

Commenting on the fact that the "above-average" majority group showed a decline of 2.8% in total dollar profits despite the rise in sales, the report said: "One wonders what kind of dollar profit result was obtained by the 'average' appliance-TV dealer in 1952, in the light of this finding. It is to be supposed that thousands of such dealers found 1952 a year of little reward."

The report continued:

"The 1952 product sales breakdown shows television on top for the second straight year with 30.8% of aggregate sales reported by the NARDA dealers. Refrigerators, with 19% of the 1952 sales total, regained second place after giving way to washing machines in 1951. Washing machines accounted for 15.9% of total sales in 1952, compared to 19.4% in 1951.

RANGES IN FOURTH PLACE

Ranges remained in fourth place, but the percentage share for this product line dropped from 10.1 in 1951 to 9.3, a seven-year low. Radio sales accounted for 3.3% of total sales, compared to 2.8 in 1951 and by thus achieving an increase of 0.5 points held fifth place against a threat by freezers whose sales share jumped to 3.1% in 1952 from 2.5 in 1951.

Vacuum cleaner sales rebounded from a six-year low of 0.9% of the sales pic in 1951 to 1.4% in 1952. Dryers took a dive to 2.0% of total sales in 1952 from 2.7% in 1951.

Air conditioning sales, which in 1951 accounted for only 0.7% of the total, more than doubled to 1.5% in 1952.

Kitchen equipment sales, isolated

for the first time in the 1952 survey, were found to be 2.2% of the aggregate. The small appliance group showed a significant drop from its 1951 share of 5.5% to only 3.8% in 1952."

Table 1 shows comparative product sales breakdowns.

The growing importance of the trade-in as an accompaniment to, or condition of, the sale of new merchandise is again underlined by the NARDA survey findings for 1952, the report went on.

Ratios of trade-ins to physical unit sales of refrigerators, washing machines, and ranges jumped sharply to new highs in 1952—at least ten points above the 1951 ratio in each case.

Smaller increases occurred in the

trade-in ratios for vacuum cleaners and television.

With refrigerators and washing machine sales now above the 60% mark in ratio of trade-ins to new sales, this factor in the business seems certain to bulk even larger, especially in view of the fact that a definite down-trend in new family formation is now under way, thus tending to limit new sales prospects. Continued focusing of the entire industry's most enlightened thinking on this problem would seem to be a logical 'must'. Table 2 sets forth comparative trade-in ratios to 1946.

The average turnover rate for the NARDA dealers participating in the 1952 survey, 4.4 times, was the best showing recorded since this factor was first computed in the survey for

TABLE 1—APPLIANCE SALES BREAKDOWN BY PRODUCT TYPE

| Appliance | 1952 | 1951 | 1950 |
|------------------------|-------|-------|-------|
| Total | 100.0 | 100.0 | 100.0 |
| Television | 30.8 | 27.5 | 13.7 |
| Refrigerators | 19.0 | 17.9 | 28.3 |
| Washing Machines | 15.9 | 19.4 | 18.6 |
| Ranges | 9.3 | 10.1 | 12.4 |
| Radios | 3.3 | 2.8 | 4.6 |
| Freezers | 3.1 | 2.5 | 4.7 |
| Vacuum Cleaners | 1.4 | 0.9 | 2.2 |
| Other Sales | 17.2 | 18.9 | 15.5 |
| Kitchen Equipment | 2.2 | — | — |
| Dryers | 2.0 | 2.7 | — |
| Air Conditioning | 1.5 | 0.7 | — |
| Other Major Appliances | 7.7 | 10.0 | 11.1 |
| All Small Appliances | 3.8 | 5.5 | 4.4 |

* * *

1949. It compares with a 1951 rate of 3.3, and with 4.3 for 1950 and 3.8 for 1949.

The 1952 accomplishment was made on the strength of an 8.8% increase in dollar sales plus the fact that the dealers engaged in inventory reduction to the extent of having 15.3% less stock (dollar value) at the end of the year than at the beginning.

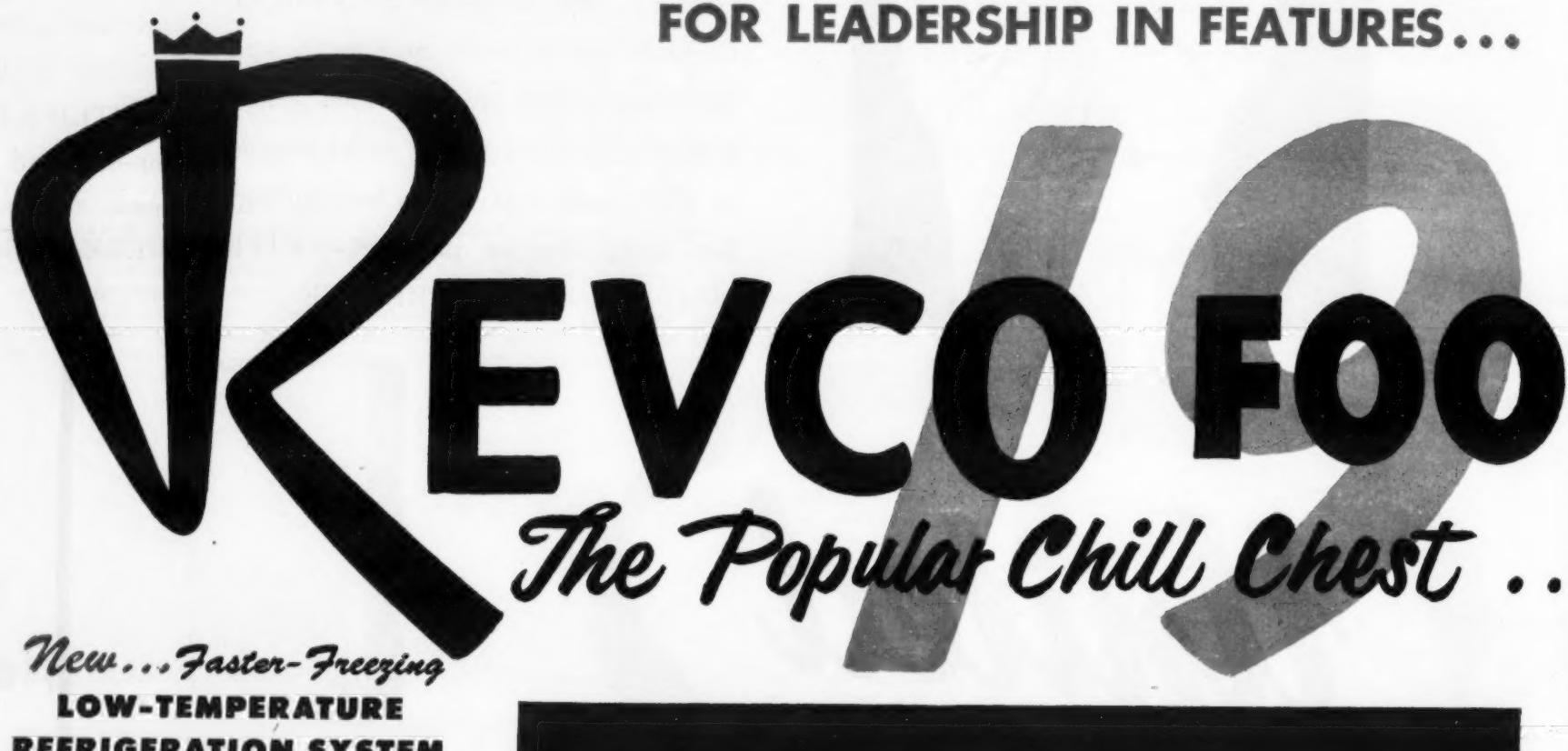
This compares with a 1951 year-end inventory position 6% above the starting level for that year. (In 1950, the year-end inventory was 49% higher than the beginning inventory.) Thus, we note that inventory reduction came to be 'the order of the day' after two years of net accumulation . . .

"Increased selling intensity, plus a (Continued on next page)

TABLE 2—TRADE-IN PER CENT TO PHYSICAL UNIT SALE OF FIVE KEY ITEMS

| Appliance | 1952 | 1951 | 1950 | 1949 | 1948 | 1947 | 1946 |
|------------------|------|------|------|------|------|------|------|
| Refrigerators | 69 | 56 | 42 | 35 | 18 | 11 | 3 |
| Washing Machines | 62 | 52 | 49 | 41 | 27 | 19 | 4 |
| Ranges | 50 | 40 | 36 | 26 | 16 | 9 | 2 |
| Vacuum Cleaners | 31 | 28 | 36 | 31 | 22 | 26 | 10 |
| Television | 17 | 15 | 13 | — | — | — | — |

FOR LEADERSHIP IN FEATURES . . .



New... Faster-Freezing LOW-TEMPERATURE REFRIGERATION SYSTEM

New, revolutionary hermetic compressor by Tecumseh . . . No Fan Noise . . . combined with Revco engineered static type condenser system, efficient aluminum evaporator and food compartment, extra-thick insulation, all correctly engineered and balanced results in extremely low cost operation. The Tecumseh hermetically sealed compressor is engineered for added efficiency, quiet operation, and it is lifetime lubricated. Complete system carries five-year warranty.

New...

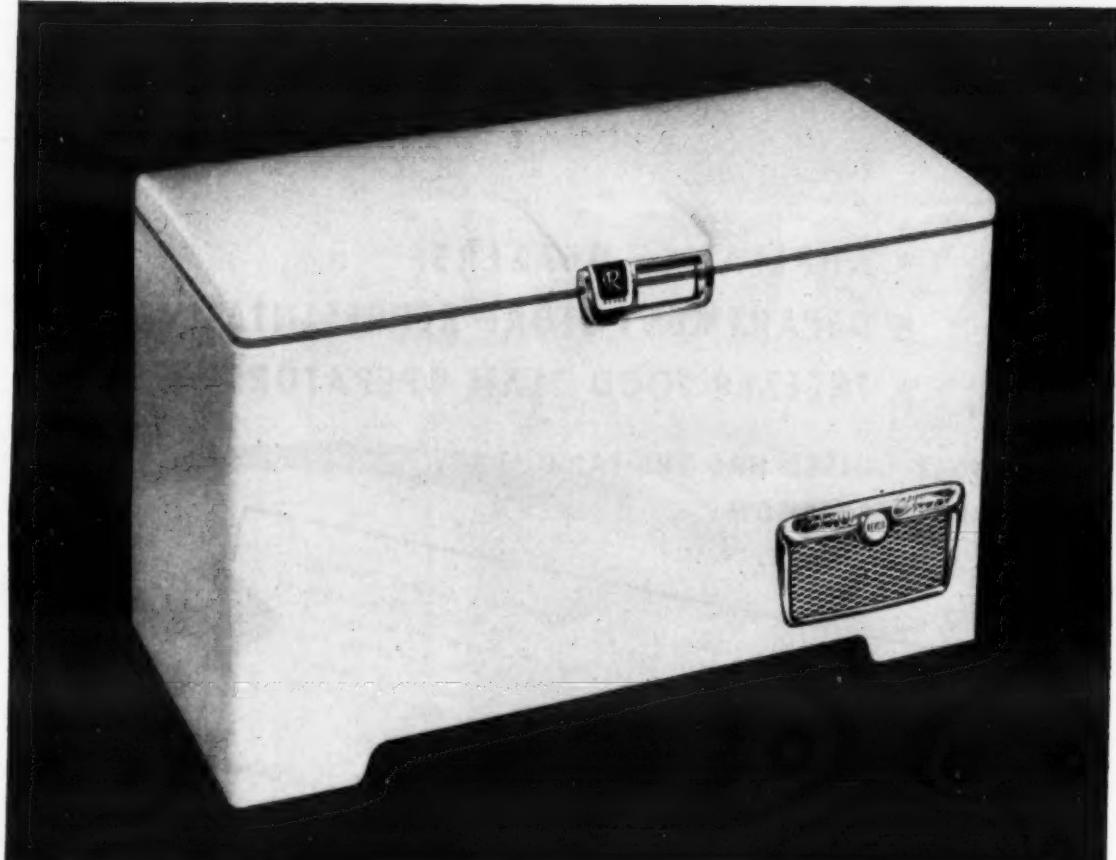
MOISTURE FREE CABINET CONSTRUCTION

An outstanding feature . . . Revco engineered, the Chill Chest Moisture-Free cabinet construction eliminates moisture condensation on outside walls in humid weather. Static type condenser with tubing distributed over and attached to inside surface of cabinet shell results in the most efficient heat dissipation. No condenser cleaning is required. Extra-thick, non-settling, high density fiberglass insulation between outside cabinet wall and interior aluminum food compartment provides greatest efficiency.

Aluminum . . .

INTERIOR FOOD COMPARTMENT

More usable capacity for foods in the reinforced aluminum food freezing and storage compartments. A complete wrap around of aluminum tubing bonded directly to outside surface of food compartment assures faster freezing and safe storage throughout the interior . . . Lower operating cost. Treated aluminum wall surfaces, positive sealed, are chip and rust proof, clean easily, retain new look.



New... Revco CHILL CHEST "15"

JOIN THE FAST GROWING FAMILY OF REVCO DEALERS

The time is . . . right now! Yes, today, make this new and outstanding 1953 Revco line of Chill Chest and Upright Freezers your leader in sales . . . your leader in profits during the coming year! Feature after feature . . . All New . . . all with the "buy-appeal" features that make selling easier . . . all yours in this great new Revco Freezer line. The big consumer advertising program this year, bigger than ever before, will step up the sales-tempo in your area on the popular nationally advertised line of Chill Chest 8, 15 and 23 Cu. Ft. Freezers. The addition of the New Revco 11 and 17 Uprights now offer you a line of the most-wanted size freezers in just the style to suit any family's need. For leadership in sales and to sell the very best, is to know you sell Revco . . . Act Now!

Wire for name of nearest Revco Distributor

REVCO, INC. DEERFIELD, MICH.



NARDA Costs-of-Doing-Business Survey--

(Continued from preceding page)
statistical quirk produced by the fact that a larger-than-usual proportion of big-volume dealers participated in the 1952 survey, resulted in a sharp increase in the average sales-per-square-foot figure, often used as a measure of relative retail selling efficiency.

SALES-PER-SQUARE-FT. RATIO RISES EACH YEAR

"The 1952 ratio of \$104 in sales per square foot of selling space compares with \$82 in 1951, \$75 in 1950, and \$73 in 1949."

Discussing the survey findings on profit, the report said:

"Within the majority group of reporting NARDA dealers who gave comparative dollar figures on sales and profits for both 1951 and 1952, nine out of every ten demonstrated a dollar profit result for 1952, but only three out of ten showed dollar profits higher than in 1951. Accordingly, a net dollar profit decline of

2.8% from 1951 was the result for this group.

"The 1952 net profit ratio to net sales for all reporting dealers was 3.2%, compared to 2.9% in 1951, 6.0% in 1950, 5.2% in 1949, 4.6% in 1948, 6.8% in 1947, and 8.5% in 1946. Thus, the 1952 ratio of 3.2 was second lowest in the seven-year performance, being only 0.3 points above 1951's record low.

"(Note: As indicated above, a 70% majority of the reporting dealers showed a 1952/1951 decline of 2.8% in dollar profits.)

"(The apparent anomalous difference between this result and the showing by all participating dealers of a small rise in net profit ratio to net sales is, of course, explained by the fact that the remaining 30% of the dealers who did not provide comparative dollar profit figures for both 1952 and 1951 made a relatively stronger contribution to the over-all 1952 net profit ratio than did the majority group of 70%)."

TABLE 3—NATIONAL OPERATING COST AND PROFIT RATIOS

| Line | Item | 1952 | 1951 | 1950 | 1949 | 1948 | 1947 | 1946 |
|------|--|-------|-------|-------|-------|-------|-------|-------|
| 1. | Net Sales* | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 2. | Cost of Goods Sold† | 68.0 | 68.8 | 69.2 | 67.2 | 68.7 | 67.9 | 66.1 |
| 3. | Gross Margin (line 1 minus line 2) | 32.0 | 31.2 | 30.8 | 32.8 | 31.2 | 33.0 | 33.9 |
| 4. | Total Operating Costs (A thru E) | 28.8 | 28.3 | 24.8 | 27.6 | 26.7 | 26.2 | 25.4 |
| A. | Administrative | 20.6 | 20.4 | 16.9 | 19.1 | 18.6 | 18.2 | 18.0 |
| (1) | Owners' and/or mgrs.' salaries | 3.6 | 4.1 | 3.6 | 3.5 | 3.5 | NS | NS |
| (2) | Office salaries | 2.1 | 1.6 | 1.5 | 2.0 | 1.8 | NS | NS |
| (3) | Salesmen's pay | 5.7 | 5.6 | 4.8 | 5.5 | 5.5 | 4.8 | 4.8 |
| (4) | Servicemen's wages & expenses | 5.1 | 5.7 | 4.5 | 4.7 | 4.7 | 4.1 | 3.3 |
| (5) | Vehicle expense | 2.4 | 1.8 | 1.4 | 1.7 | 1.7 | NS | NS |
| (6) | Other administrative expense | 1.7 | 1.6 | 1.1 | 1.7 | 1.4 | NS | NS |
| B. | Occupancy expenses | 2.5 | 2.5 | 2.6 | 2.6 | 2.8 | 3.0 | 3.7 |
| C. | Advertising expense | 2.6 | 2.7 | 2.2 | 2.5 | 2.6 | 2.1 | 1.9 |
| D. | Bad debt losses | 0.2 | 0.1 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 |
| E. | All other expenses | 2.9 | 2.6 | 2.8 | 3.2 | 2.5 | 2.7 | 1.8 |
| 5. | Net operating profit (line 3 minus line 4) | 3.2 | 2.9 | 6.0 | 5.2 | 4.6 | 6.8 | 8.5 |

*Includes revenue from service.

†Includes cost of service parts and supplies.

NS—Not segregated in 1947 and 1946 survey schedules.

The operating cost and profit ratios reflecting the performance of all NARDA dealers participating in the 1952 survey are shown in Table 3 along with comparable ratios for previous years back to and including 1946.

The report next appraised the main elements in the 1952 operating picture. Excerpts of this discussion follow:

"Net sales (includes sales of merchandise and revenue from service): In 1952 revenue from service amounted to 10.6% of the combined total, compared to 8.6% in 1951, 7.4% in 1950, and 8.4% in 1949. 1952's new high share for service is

TABLE 4—SPECIAL ANALYSIS OF EXPENSE DETAIL

| | A. | B. |
|--|------|-------|
| Total personnel, operating exp & losses | 28.8 | 100.0 |
| Personnel expense | 18.0 | 61.6 |
| Owners and/or managers salaries | 3.6 | 12.3 |
| Office salaries | 2.1 | 6.2 |
| Salesmen's pay | 5.7 | 20.0 |
| Servicemen's wages and expenses | 5.1 | 17.8 |
| Delivermen's & warehousemen's wages | 1.2 | 4.1 |
| Employer's share social security and unemployment compensation | 0.3 | 1.2 |
| Operating expense | 8.9 | 31.8 |
| Light and heat | 0.4 | 1.5 |
| Janitor service | 0.13 | 0.37 |
| Rent | 1.3 | 4.7 |
| Property taxes, etc. on real estate | 0.4 | 1.3 |
| Collection costs | 0.01 | 0.03 |
| Miscellaneous administrative expense | 1.1 | 4.2 |
| Taxes (except on property) | 0.6 | 2.1 |
| All other expenses | 1.0 | 4.1 |
| Losses | 1.9 | 6.6 |
| Building depreciation | 0.2 | 0.7 |
| Vehicle depreciation | 0.4 | 1.3 |
| Shop equipment depreciation | 0.2 | 0.7 |
| Trade-In losses | 0.6 | 2.1 |
| Bad debt losses | 0.2 | 0.8 |
| Interest | 0.3 | 1.0 |
| A.—Ratios To Net Sales | | |
| B.—% Of Total Expenses | | |

a good reflection of the growing importance of the service operation and problem, emphasized mainly by television's influence.

"Cost of goods sold (inventory at cost as of Jan. 1, 1952, plus all purchases at cost during 1952 minus inventory at cost as of Dec. 31, 1952. Includes cost of merchandise in addition to cost of service parts and supplies): The cost-of-goods-sold ratio for 1952 was 68.0% of net sales, or \$68 for every \$100 of net sales. This compares with 68.8% for 1951. Inasmuch as the total operating cost ratio in 1952 rose 0.5%, the drop of 0.8% in cost of goods made it possible for the NARDA dealers to boost their net profit ratio by the amount of the difference, 0.3%.

GROSS MARGINS

"Gross margin (the difference between net sales and cost of goods sold): The 1952 gross margin amounted to 32.0% of net sales and thus (because of the 0.8% drop in cost of goods) was highest since 1949, topping 1951 by 0.8% and 1950 by 1.2%. The 1952 gross margin on merchandise only was 30.2% of net sales, up 0.5% from 1951, but 0.1% below 1950.

"Total operating costs (the sum of the operating cost ratios for the various expense elements listed in the survey schedule): The total operating cost ratio for 1952 was 28.8% of net sales (\$28.80 of every \$100 of sales). This was the highest total cost ratio ever recorded in a NARDA survey, rising 0.5% over 1951's previous high.

NET OPERATING PROFIT

"Net operating profit (obtained by deducting the total operating expense ratio from gross margin): The 1952 net operating profit ratio to net sales was 3.2%, up 0.3% from 1951. Although the 1952 total operating expense ratio rose 0.5% from 1951, a drop of 0.8% in the cost of goods sold ratio made possible the 0.3% gain in net profit.

"It would require the persuasion of Socrates to convince the appliance dealers that a net profit of 3.2% is a happy thing to live with. Since we consider the NARDA dealers who participated in the 1952 cost survey to be an 'above average' group, their realization of only 3.2% net profit leaves in its wake the suspicion that a national net profit average for all U. S. appliance-radio dealers would be something pitiful to see. Apparently, thousands of these dealers must be in business just for the fun of it."

DETAILED EXPENSE ANALYSIS

This year's report included a special analysis of expenses representing the combined performance of all report-

(Concluded on next page)

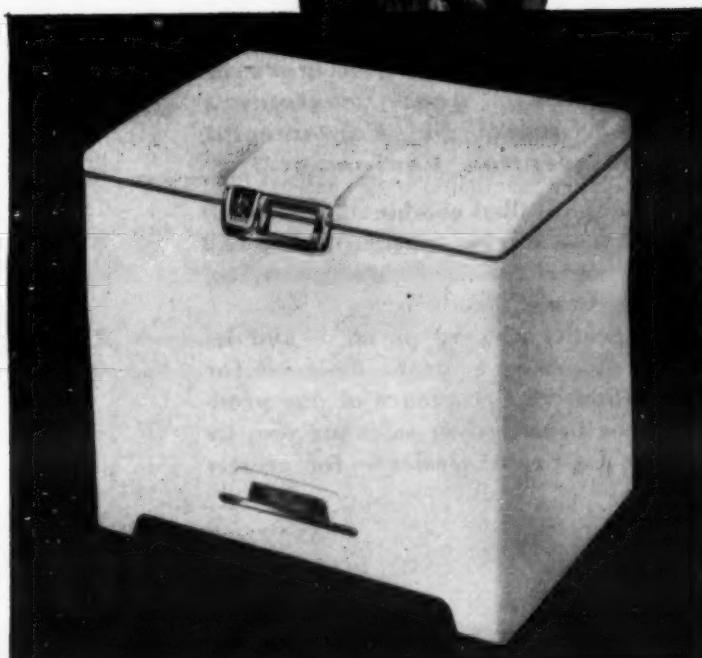
LEADERSHIP IN SALES... and MORE PROFITS DURING 1953

FREEZERS

.and Upright Styles...

"To sell the Very Best,
is to Know You Sell Revco"

SEE THEM
ON DISPLAY
•
American
Furniture Mart
BOOTH 17-R
(17th Floor)
June 22 to July 2
CHICAGO



Revco... Kitcheneered Freezers

The Chill Chest 8 cu. ft. Model, and the new Revco 11 and 17 Upright Models with all of the latest engineering and convenience features offer you an outstanding combination in meeting the demands for more frozen food storage right in the kitchen or the utility room. Now, more than ever before, you can cash in on the popular trend toward freezer and food combination selling in your area. The strong Revco National Advertising program in Life, Better Homes & Gardens, Good Housekeeping, Country Gentlemen, Successful Farming, Progressive Farmer and Sunset will greatly stimulate the freezer prospect to compare Revco Freezers before they buy. Tie-in with ads in your local paper during May, June, July and August.



NARDA Costs-of-Doing-Business Survey--

(Concluded from preceding page) advertising; shortage of some models of TV; too many TV model changes; high service costs; high TV market saturation; competition from co-ops.

"Reckless price-cutting" was at the head of the list of dealer grievances in 1952, as in 1951. Close behind was the problem of trade-ins.

"In this connection," the report said, "excessive trade-in allowances received most frequent specific mention, while many other dealers mentioned "trade-ins" as a general problem."

The evidence indicated that trade-ins are becoming burdensome not only because of excessive allowances, both demanded and given, but also because of the increasing number of trade-ins, as well as a growing difficulty in disposing of used appliances, the high cost of rehabilitating them for sale, and the low profit received on such sales.

DISCOUNTS ARE THIRD GRIEVANCE

In third place on the list of dealer complaints was the problem of discounts allowed by manufacturers. A year ago this question was rated fourth.

Other problems named by the dealers are listed below in order of frequency of mention:

Shortage of good salesmen; "back-door selling" by manufacturers and distributors and "special wholesale deals" or "wholesale retailing"; consumer sales resistance; increased number of competitors; overproduction by manufacturers; misleading

advertising; shortage of some models of TV; too many TV model changes; high service costs; high TV market saturation; competition from co-ops.

Looking ahead through the current year, the reporting NARDA dealers see the following as road blocks to a happy existence (listed in order of importance):

Price cutting; trade-in problems; shortage of good salesmen and servicemen; "back-door selling" by suppliers; insufficient discounts by manufacturers; overproduction by manufacturers; rising operating costs; consumer sales resistance; "too many dealers"; consumer credit problems; TV saturation.

Seventy percent of participating dealers gave percentage indications of their 1953 dollar sales outlook by comparison with 1952. Of these, 59% expect a sales increase in the current year, with the average expected gain amounting to 15%.

Thirty-one percent expect no change in sales as between 1952 and 1953. Ten percent anticipate sales declines in 1953, with the average decline expected to be 15%.

Fifty-four percent of the entire reporting group provided percentage change estimates of profits, 1953 vs. 1952. Forty-five percent of these look for a rise in profits in 1953, averaging 15% above 1952. Forty-two percent see no change from their 1952 profit results. The remaining 13% anticipate profit declines; average drop-off expected: 16%.

Laundry equipment leads the list of prospective best sellers in 1953. Television is expected to be second in the 1953 sales standing, followed closely by refrigerators.



THIS BLUE, GOLD, AND WHITE trailer takes Harderfreez home freezers right to the doors of prospective dealers. Tyler Fixture Corp. makes it available, complete with salesman and samples, to new distributors who are seeking to secure franchised dealers.



INTERRUPTIONS ARE LESS LIKELY when Harderfreez distributor gets dealer prospect to leave his store and enter this trailer to see products demonstrated.

Trailer Demonstrations

HarderFreez Provides Distributors with Mobile Display To Help Sign Up Dealers

NILES, Mich.—Believing that most salesmen prefer to sell from samples rather than specification sheets, HarderFreez Div. of Tyler Fixture Corp. has come up with a trailer demonstration program for new distributors that is designed to take the product right to the door of the prospective dealer.

HarderFreez offers new distributors a trailer equipped with sample home freezer models, plus the car to pull the trailer. Both trailer and auto bear prominent product and company identification, with blue, gold, and white paint contributing to the attention-getting over-all effect.

An experienced HarderFreez

freezer specialist accompanies these units, which are turned over to distributor salesmen for calls on dealer prospects.

"Even the busiest dealer finds time to pause when the unit pulls up in front of his store," the company says. "Since he must actually step into the trailer, the sales story can be told with minimum interruptions."

The company has found that dealers in doubt can be further convinced if they see consumer sales actually made in their own trading area. So the HarderFreez representative offers to take the trailer on a house-to-house junket to actually sell freezers for the dealer.

Food Plans Are Booming, Backfiring, or Busting, Ohio Locker Men Told

COLUMBUS, Ohio—"Food plans are either booming, backfiring, or busting," and locker plant operators who set up plans with regular appliance dealers stand the best chance of success, the Ohio Frozen Food Locker Association was told recently.

J. W. Riley, freezer sales manager for Bendix Home Appliances Div. of Avco Mfg. Corp., urged the 800 association members to tie in with appliance dealers.

He advised the regular appliance outlet for food plans "because eventually that's where the food plan will revert, and this method assures the locker of stability and continuing meat volume."

"Food plans are booming in areas like Iowa and Nebraska, because they are being operated in a sound rather than flamboyant manner and because of the farm market potential."

"They're backfiring in areas like Pittsburgh where there has been a 'happy medium' of good and bad operators. The result has been a need for the Better Business Bureau to clean up the bad operators."

The food plan has been a "bust" in Washington and Baltimore, because the business was overloaded with unscrupulous operators who thrived on misrepresentation, he added.

Actually, the Better Business Bureau's entry into the food plan picture, Riley declared, was good for the industry despite its apparent bad features on the surface.

Time To Freeze Prepared Meals, Home Economist Suggests

NEW YORK CITY — For most freezer owners who process their own food, this is an in-between season before the summer rush of fresh fruits and vegetables begins. To make most profitable use of the time, Cornell university home economists have come up with the suggestion to plan and freeze prepared foods now.

Foods such as a la kings, casserole dishes, combination foods, cakes, and cookies can be stored now for use later.

These suggestions, however, are points to remember, according to Cornell: Use only high quality food. Do not overcook because the original cooking, plus reheating, will cause foods to become mushy. Before packing, cool hot foods quickly in a pan of ice or running water.

The home economists point out that it is important to store prepared foods for short periods in order to keep them at top quality.

Complete APPLIANCE WIRING SYSTEMS

CUSTOM ENGINEERED TO REDUCE YOUR ASSEMBLY COST

Streamline production with Riverside wiring harnesses! These neat "packaged units," engineered for accurate, easy installation by unskilled assemblers, make possible the efficient hookup of a single unit installation to your product. We design and manufacture them in any required arrangement, including necessary terminals, relays, limit switches, push-button stations, circuit breakers, junction blocks, etc. Engineering and Experimental departments at your service, without obligation. Call us or send details of your problem for prompt design recommendations and a firm quotation.

RIVERSIDE MANUFACTURING & ELECTRICAL SUPPLY COMPANY
10233 Michigan Ave., Dearborn, Mich., Tiffany 6-6800
WIRING HARNESSES AND ASSEMBLIES • CORD SETS • HEATER AND EXTENSION CORDS • SWITCHES • MOLDED RUBBER PRODUCTS

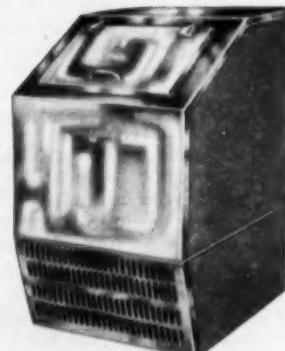


LA CROSSE-THE LEADER presents

2 NEW SHOW STOPPERS

KUBE KING

AUTOMATIC ICE MACHINE



MODEL #863

The raves and industry-wide enthusiasm caused by the 2 NEW LA CROSSE PRODUCTS at the recent Chicago Show proves again,

"La Crosse gives you more of everything your customers want most in Commercial Refrigeration Equipment."

Here is the skilled combination of modern design — sturdy construction — and complete operational efficiency expected of all La Crosse Products.

Your profits are the payoff — and La Crosse Equipment is profit designed for you!! Nationwide acceptance of our products means faster, easier sales for you. Be an active La Crosse Dealer — for greater profits.

Here's the tops in design, efficiency, and economy. The new LA CROSSE KUBE KING features all the needed improvements for greater sales. CHECK THESE FEATURES FOR SALEABILITY . . . Sparkling, cylindrical Kube without holes, 1½" x 1¾" . . . production capacity of approx. 2000 Kubes every 24 hours . . . storage bin holds approx. 65#, has automatic shut off when bin is full . . . uses only 5 qts. of water for every freezing cycle . . . no pumps . . . 24" wide — 30" front to back — 40¼" high . . . polished stainless front and top, zinc-grip, paint-grip galvanized metal with grey baked enamel finish on ends and back. SIMPLE INSTALLATION . . . COMPRESSOR PANEL AND CONTROLS PULL OUT FROM FRONT FOR QUICKER, EASIER SERVICING.

• BEVERAGE COOLERS • DRAFT EQUIPMENT WITH REFRIGERATED FAUCETS • METAL WALK-INS •

FIVE YEAR WARRANTY

A new example of La Crosse Leadership . . . a 5 year Optional Warranty Plan on sealed condensing units installed in LA CROSSE equipment at the factory. Now you can offer this additional protection to your customers at an exceptionally small cost.

LA CROSSE COOLER CO.

Factory and Gen'l Offices:
2801 Losey Blvd. S., La Crosse, Wis.
Export Office: 80 Broad St., New York City.
Cable Address: Eximport

DEALERS

Write today . . . for complete information. Many other models immediately available. Cash in on extra profits with La Crosse, the Leader.

Freeze

**HOW TO MAKE
REAL MONEY
with a
FREEZER
FOOD PLAN**

the
BENDIX

*Food
Savings
Plan*

**GET THIS
24-PAGE BOOK
—PACKED WITH
FACTS, FIGURES,
IDEAS FOR
REALLY
SUCCESSFUL
FREEZER
FOOD PLAN
SELLING!**



COVERS: Financing • Capital Investment • Frozen Food Source • Personnel • Compensation • Advertising • Promotion and Selling Ideas

Here's the key to one of the biggest money-making ideas in appliance business history! Countless Freezer Food Plan Dealers now are selling better than 100 Freezers every month! Imagine the profits!

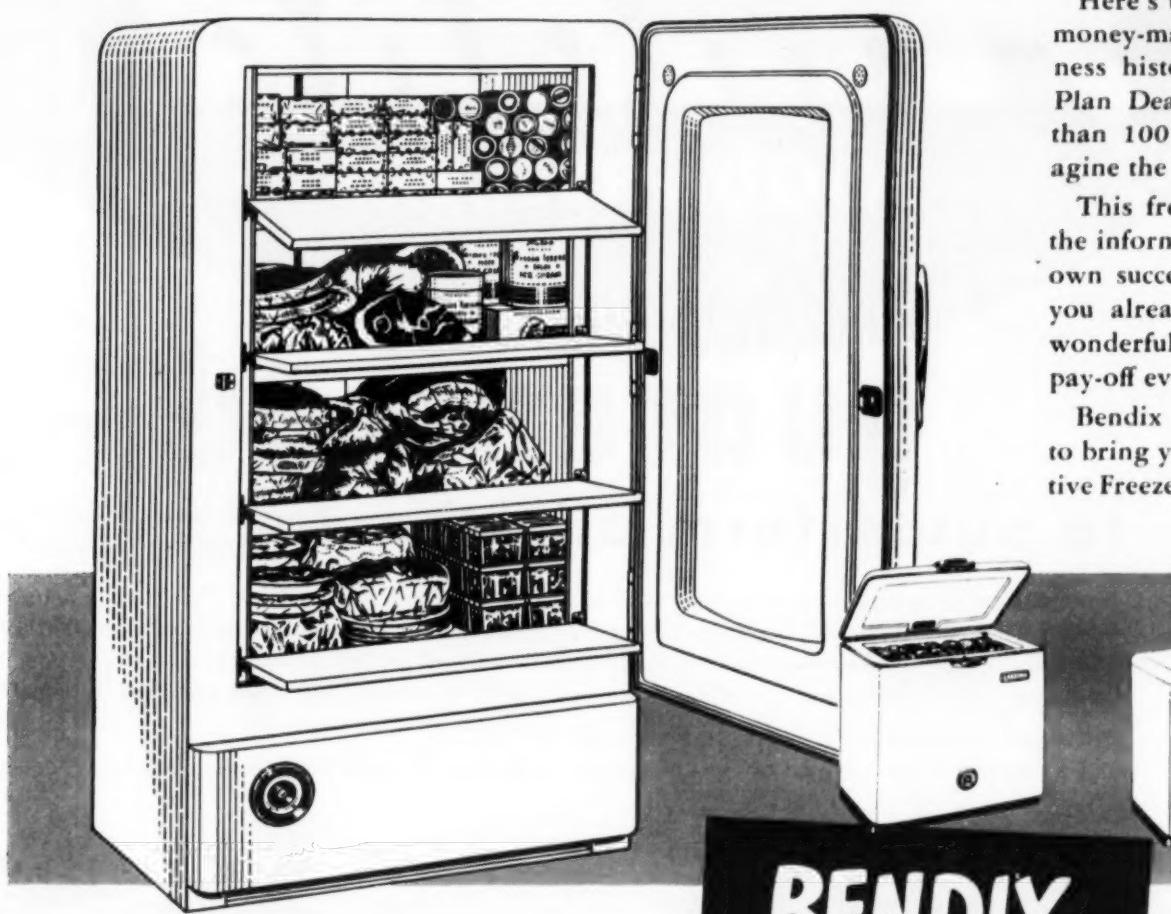
This free guide book gives you all the information you need to start your own successful Freezer Food Plan. If you already have a plan, you'll get wonderful new ideas for making the pay-off even bigger.

Bendix has left no stone unturned to bring you the best and most productive Freezer Food Plan. It's the result of

long and expensive research—a collection of top methods and ideas that are at work right now making money. This book is for small and large dealers alike, in fact it even tells how to start if you're not yet in business.

Send for the Bendix Food Savings Plan today—this very minute! Send the coupon *direct* to Parker Erickson, Bendix Director of Sales, and he'll see that the book is forwarded to you immediately by *air mail*.

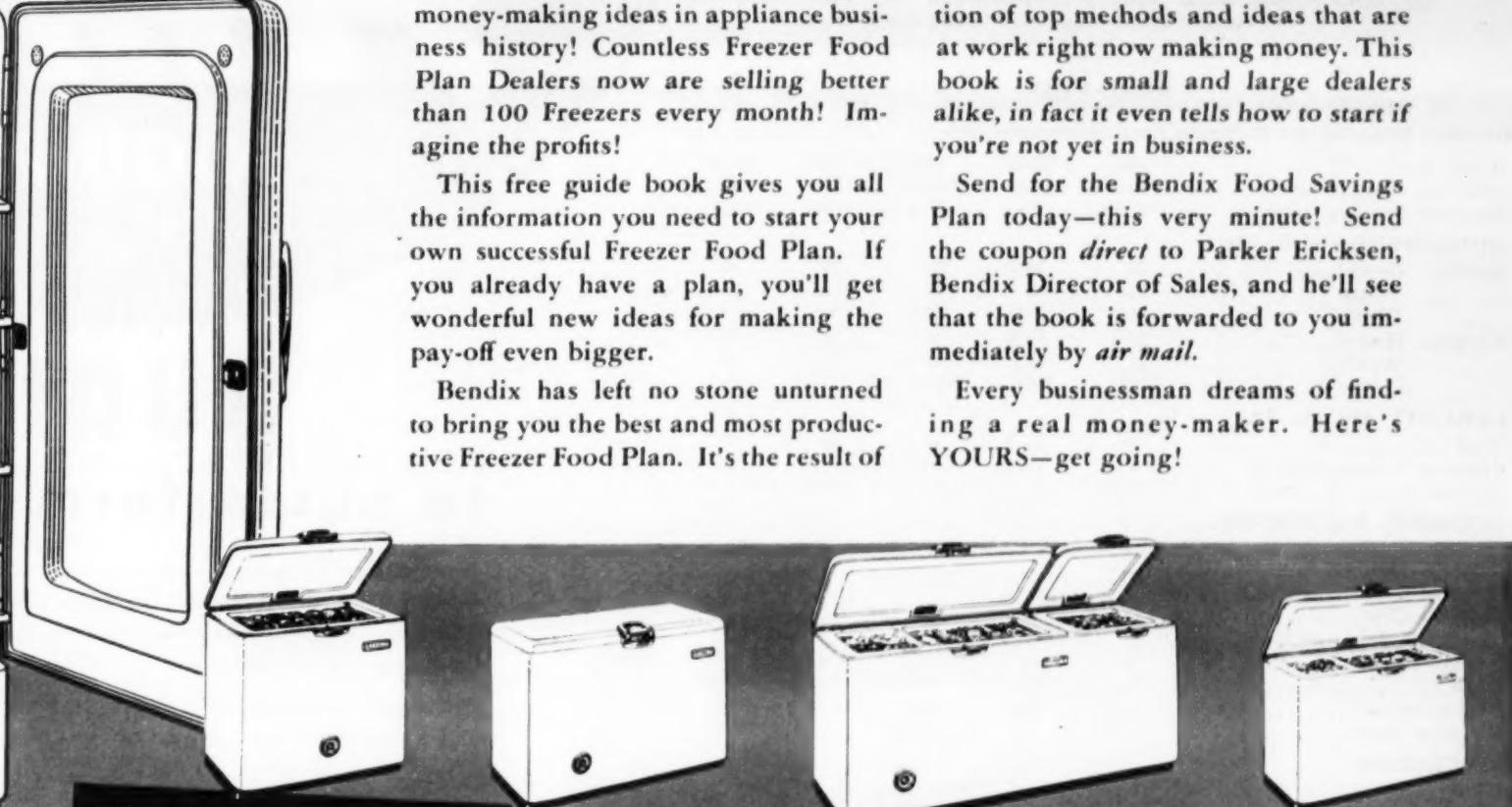
Every businessman dreams of finding a real money-maker. Here's YOURS—get going!



BENDIX! A famous name tied to your FREEZER FOOD PLAN

NAME brands SELL—and BENDIX is a name known and honored by millions of Bendix Washer users. Now Bendix announces the world's newest line of Freezers. In addition to luxury features, they offer Tecumseh Units, Double Five-Year Warranties in writing on food spoilage and Freezer Unit, and a variety of models—both Chest and Uprights.

Here's a line you can really merchan-



**BENDIX
FOOD SAVER
FREEZERS**

dise with your Freezer Food Plan! And count on help all the way from Bendix—the specialty selling organization that pioneered and developed the automatic washer field. Bendix is in the home appliance business exclusively—no conflicting businesses to get in the way. Send for free Bendix Food Savings Plan book now . . . plus complete information and prices on new Bendix Freezers!

USE THIS COUPON NOW!



Mr. Parker Erickson, Director of Sales
Department AR-6
Bendix Home Appliances
South Bend, Indiana

If it's a real money-maker, you bet I'm interested! Send me the Bendix Food Savings Plan Book and information on the new Bendix Freezers.

I am now using a Freezer Food Plan
I would like to start a Freezer Food Plan

Name _____

Firm _____

Address _____

City _____ State _____

Home Freezer Specifications

Frigidaire

Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton, Ohio

Model No. HR-92 HR-132 HM-180
Chest or upright type Chest Chest Chest

DIMENSIONS (In Inches)

| | | | |
|------------------|--------------------|--------------------|------------------|
| Interior: Height | 24 $\frac{1}{4}$ * | 24 $\frac{1}{4}$ * | 24 $\frac{1}{4}$ |
| Width | 44 $\frac{1}{4}$ | 61 $\frac{1}{4}$ | 73 $\frac{1}{4}$ |
| Depth | 17 $\frac{1}{4}$ | 17 $\frac{1}{4}$ | 17 $\frac{1}{4}$ |

| | | | |
|------------------|------------------|------------------|------------------|
| Exterior: Height | 36 | 36 | 35 $\frac{1}{4}$ |
| Width | 53 $\frac{1}{4}$ | 70 $\frac{1}{4}$ | 92 $\frac{1}{4}$ |
| Depth | 30 $\frac{1}{4}$ | 30 $\frac{1}{4}$ | 30 $\frac{1}{4}$ |

CAPACITY (In Cu. Ft.)

| | | | |
|-------|-----|------|----|
| Total | 9.2 | 13.2 | 18 |
|-------|-----|------|----|

INTERIOR EQUIPMENT

| | | | |
|-------------------------------------|-----|-----|-----|
| Partitions (No.) (Movable dividers) | 2 | 3 | |
| Shelves (No.) | | 1 | |
| Baskets (No.) | 2 | 2 | |
| Light | Yes | Yes | Yes |

INSULATION

| | | | | |
|------------------------|---------------|---|---|-----------------|
| Kind | Fibrous Glass | | | |
| Thickness: (In Inches) | Top | 5 | 5 | 2 $\frac{1}{4}$ |
| Sides | 4 | 4 | 4 | |
| Bottom | 4 | 4 | 4 | |

LIDS OR DOORS

| | | | | |
|---------------------------|-----|-----|-----|--|
| Outer doors or lids (No.) | 1 | 1 | 2 | |
| Provision for locking? | Yes | Yes | Yes | |

WEIGHT (Lbs.)

| | | | | |
|-------------------------|----------|----------|----------|--|
| Net | 320 | 392 | 515 | |
| Shipping | 380 | 480 | 620 | |
| PRICE, suggested retail | \$369.75 | \$439.75 | \$589.75 | |

*Fast freezing section over machine compartment; height 10 $\frac{1}{4}$ in.

REFRIGERATION EQUIPMENT

| | | | | |
|------------------------------|-----------------|--|--|----------|
| Cooling method: | Wrap around | | | Yes |
| Condenser: Type | Finned | | | Yes |
| Forced convection | | | | Yes |
| Warning device: | Light | | | Yes |
| Anti-sweat provisions around | freezer opening | | | On model |
| | | | | HM-180 |

CONSTRUCTION AND FINISH OF

| | | | | |
|----------------|------------------------|--|--|------------------------------|
| Cabinet | All steel, white Dulux | | | finish |
| Interior liner | Zinc-coated steel | | | with aluminum lacquer finish |

PROTECTION PLAN

| | | | | |
|----------|-------------------|--|--|---------------------------|
| Warranty | 5-year protection | | | plan for Meter-Miser unit |
|----------|-------------------|--|--|---------------------------|

SPECIAL FEATURES

| | | | | |
|----------------------------------|--|--|--|--|
| Counter-high flat work table top | | | | |
| and new extra-thick lid. | | | | |

Ben-Hur

Ben-Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee, Wis.

| | | | | | |
|----------------------------|-------|-------|-------|-------|---------|
| Model No. | 953 | 1353 | 1753 | 2053 | U5320 |
| Chest or upright type | Chest | Chest | Chest | Chest | Upright |
| Separate freezing section? | Yes | Yes | Yes | Yes | Yes |

DIMENSIONS (In Inches)

| | | | | | |
|------------------|------------------|------------------|------------------|------------------|----|
| Interior: Height | 28 | 28 $\frac{1}{4}$ | 28 | 28 | 48 |
| Width | 34 | 46 | 57 | 69 | 40 |
| Depth | 20 $\frac{1}{4}$ | 20 $\frac{1}{4}$ | 20 $\frac{1}{4}$ | 20 $\frac{1}{4}$ | 17 |

| | | | | | |
|------------------|------------------|------------------|------------------|------------------|------------------|
| Exterior: Height | 35 $\frac{1}{4}$ | 35 $\frac{1}{4}$ | 35 $\frac{1}{4}$ | 35 $\frac{1}{4}$ | 70 $\frac{1}{4}$ |
| Width | 41 | 53 | 64 | 76 | 48 |
| Depth | 27 $\frac{1}{4}$ | 27 $\frac{1}{4}$ | 27 $\frac{1}{4}$ | 27 $\frac{1}{4}$ | 29 |

CAPACITY (In Cu. Ft.)

| | | | | | |
|-------------------------|-----|------|------|------|-----|
| Total | 9 | 13.2 | 16.8 | 20 | 20 |
| Freezing compartment(s) | 2.2 | 2.2 | 2.2 | 2.2 | ... |
| Storage compartments(s) | 6.8 | 11 | 14.6 | 17.8 | ... |

INTERIOR EQUIPMENT

| | | | | | |
|--------------------------------------|-----|-----------|-----|-----|-----|
| Partitions (No.) | 1 | 1 | 1 | 1 | ... |
| Shelves (No.) | ... | ... | ... | ... | 3 |
| Door or lid shelves (No.) | ... | ... | ... | ... | 3 |
| Baskets (No.) | 1 | 2 | 2 | 2 | ... |
| Special racks or service trays (No.) | 2 | 4 | 4 | 4 | 1 |
| Light | Yes | Yes | Yes | Yes | No |
| Thermometer | Yes | Yes | Yes | Yes | No |
| Ice cube trays | ... | Available | ... | ... | ... |

INSULATION

| | | | | | |
|------------------------|-------------|-----------------|-----------------|-----------------|-----------------|
| Kind | Fiber Glass | | | | |
| Thickness: (In Inches) | Top | 2 $\frac{1}{4}$ | 2 $\frac{1}{4}$ | 2 $\frac{1}{4}$ | 2 $\frac{1}{4}$ |
| Sides | 3 | 3 | 3 | 3 | 4 |
| Bottom | 3 | 3 | 3 | 3 | 4 |
| Door (upright models) | ... | ... | ... | ... | 4 |

LIDS OR DOORS

| | | | | | |
|---------------------------|-----|-----|-----|-----|-----|
| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | 1 |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes |

WEIGHT (Lbs.)

| | | | | | |
|----------|-----|-----|-----|-----|-----|
| Net | 277 | 340 | 367 | 438 | 444 |
| Shipping | 340 | 415 | 464 | 557 | 560 |

REFRIGERATION EQUIPMENT

| | | | | |
|--------------------|------------------|--|--|--|
| Cooling method | Front of cabinet | | | |
| Condenser: Type | On Upright model | | | |
| Finned | On Chest models | | | |
| Wrap around | On Chest models | | | |
| Forced convection | On Upright model | | | |
| Natural convection | On Chest models | | | |

Warning device Light
Anti-sweat provisions around

freezer opening Yes

CONSTRUCTION AND FINISH OF

| | | | | |
|----------------|---|--|--|--------|
| Cabinet | Steel, baked enamel | | | finish |
| Interior liner | Chest models, steel, baked enamel finish; uprights, aluminum, baked enamel finish | | | |

Refrigerated shelves or plates Aluminum

Kelvinator & Leonard (Nash-Kelvinator)

Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit 32, Mich.

| | | | | | |
|----------------------------|--------|--------|---------|---------|---------|
| Kelvinator Model No. | FR-63 | FR-93 | FR-133 | FR-203 | FR-183 |
| Leonard Model No. | LFR-63 | LFR-93 | LFR-133 | LFR-203 | LFR-183 |
| Chest or upright type | Chest | Chest | Chest | Chest | Upright |
| Separate freezing section? | Yes | Yes | Yes | Yes | No |

DIMENSIONS (In Inches)

| | | | | | |
|------------------|------------------|------------------|------------------|------------------|------------------|
| Interior: Height | 28 $\frac{1}{4}$ | 26 $\frac{1}{4}$ | 26 $\frac{1}{4}$ | 24 $\frac{1}{4}$ | 46 $\frac{1}{2}$ |
| Width | 30 $\frac{1}{4}$ | 34 $\frac{1}{2}$ | 45 $\frac{1}{4}$ | 78 $\frac{1}{4}$ | 29 |
| Depth | 14 | 20 $\frac{1}{4}$ | 20 $\frac{1}{4}$ | 20 | 23 $\frac{1}{4}$ |

| | | | | | |
|------------------|------------------|------------------|------------------|------------------|------------------|
| Exterior: Height | 36 $\frac{1}{4}$ | 34 $\frac{1}{4}$ | 34 $\frac{1}{4}$ | 34 $\frac{1}{4}$ | 67 $\frac{1}{4}$ |
|------------------|------------------|------------------|------------------|------------------|------------------|

| | | | | | |
|-------|----|------------------|----|------------------|----|
| Width | 39 | 42 $\frac{1}{4}$ | 54 | 88 $\frac{1}{4}$ | 36 |
|-------|----|------------------|----|------------------|----|

| | | | | | |
|-------|------------------|------------------|------------------|------------------|------------------|
| Depth | 23 $\frac{1}{2}$ | 29 $\frac{1}{4}$ | 29 $\frac{1}{4}$ | 29 $\frac{1}{4}$ | 30 $\frac{1}{4}$ |
|-------|------------------|------------------|------------------|------------------|------------------|

CAPACITY (In Cu. Ft.)

| | | | | | |
|----------------------|-----|-----|------|------|------|
| Total | 6.0 | 9.4 | 13.0 | 20.0 | 18.0 |
| Freezing compartment | 1.7 | 2.0 | 2.0 | 2.6 | ... |
| Storage compartment | 4.3 | 7.4 | 11.0 | 17.4 | ... |

INTERIOR EQUIPMENT

| | | | | | |
|--------------------------------------|-----|-----|---------------|-----|-----|
| Partitions (No.) | 1 | 1 | 1 | 2 | ... |
| Shelves (No.) | ... | ... | ... | ... | 4* |
| Baskets (No.) | 2 | 1 | 1 | 1 | ... |
| Special racks or service trays (No.) | ... | ... | 1 Pastry-rack | ... | ... |
| Light | No | Yes | Yes | No | No |
| Thermometer | Yes | Yes | Yes | Yes | No |

INSULATION

| | | | |
|------|-----------|--|--|
| Kind | Fiberglas | | |
|------|-----------|--|--|

| | | | | | | |
|-----------------------|-----|-----------------|-----------------|-----------------|-----------------|---|
| Thickness (In Inches) | Top | 2 $\frac{1}{4}$ | 1 $\frac{1}{4}$ | 1 $\frac{1}{4}$ | 2 | 3 |
| Sides | 4 | 4 | 4 | 4 | 3 $\frac{1}{2}$ | |
| Bottom | 4 | 4 | 4 | 4 | 3 $\frac{1}{2}$ | |
| Door (upright models) | ... | ... | ... | ... | 3 | |

LIDS OR DOORS

| | | | | | |
|---------------------------|---|---|---|---|---|
| Outer doors or lids (No.) | 1 | 1 | 1 | 2 | 1 |
|---------------------------|---|---|---|---|---|

| | | | | | |
|-------------------|-----|-----|-----|-----|---|
| Inner doors (No.) | ... | ... | ... | ... | 8 |
|-------------------|-----|-----|-----|-----|---|

| | | | | | |
|------------------------|-----|-----|-----|-----|----|
| Provision for locking? | Yes | Yes | Yes | Yes | No |
|------------------------|-----|-----|-----|-----|----|

WEIGHT (Lbs.)

| | | | | | |
|----------|-----|-----|-----|-----|-----|
| Net | 223 | 317 | 354 | 520 | 450 |
| Shipping | 242 | 373 | 418 | 637 | 522 |

PRICE, Suggested Retail \$269.95 \$379.95 \$449.95 \$649.95 \$599.95

*Includes bottom

REFRIGERATION EQUIPMENT

Cooling method Wrap around

Total sq. ft. of refrigerated surface exposed to food compartment Models FR-63, LFR-63, 16; FR-93, LFR-93, 17.1; FR-133, LFR-133, 20; FR-203, LFR-203, 30; FR

International Harvester

International Harvester Co., 180 N. Michigan Ave., Chicago 1, Ill.

| Model No. | L-7 | L-12 | L-16 | L-20 | L-9-V | L-14-V |
|----------------------------|-------|-------|-------|-------|---------|---------|
| Chest or upright type | Chest | Chest | Chest | Chest | Upright | Upright |
| Separate freezing section? | No | No | No | No | No | No |

DIMENSIONS (In Inches) (Exclusive of Hardware)

| | | | | | | |
|------------------|--------|--------|--------|--------|--------|--------|
| Interior: Height | 19 1/4 | 27 | 27 | 28 1/2 | 42 1/4 | 49 1/2 |
| Width | 35 | 35% | 51 1/4 | 54 1/2 | 22% | 23 |
| Depth | 18 | 20 | 20 | 23 | 16 1/2 | 22 |
| Exterior: Height | 36 | 36 | 36 | 36 | 59% | 68 1/2 |
| Width | 44 | 57 1/2 | 73 1/2 | 73 1/2 | 29 1/2 | 29 1/2 |
| Depth | 27 | 29 | 29 | 29 | 28% | 28% |

CAPACITY (In Cu. Ft.)

| | | | | | | |
|-------|---|------|------|------|-----|------|
| Total | 7 | 11.1 | 16.0 | 20.1 | 8.7 | 14.0 |
|-------|---|------|------|------|-----|------|

INTERIOR EQUIPMENT

| | | | | | | |
|--------------------------------------|-----|-----|-----|-----|-----|-----|
| Partitions (No.) | 1 | 2 | 2 | 2 | ... | ... |
| Shelves (No.) | ... | ... | ... | 3 | 4 | ... |
| Door or lid shelves (No.) | ... | ... | ... | 3 | ... | ... |
| Baskets (No.) | 1 | 2 | 3 | 3 | ... | ... |
| Special racks or service trays (No.) | ... | 1 | 1 | 1 | 3* | ... |
| Drawers (No.) | ... | ... | ... | 2 | 3 | ... |
| Light | ... | — | Yes | — | — | — |
| Ice Cube Trays (No.) | ... | ... | 4 | ... | — | — |

INSULATION

| | | | | | | |
|------------|-----------------------|-------------|-------|-------|-------|-------|
| Kind | ... | Glass Fiber | ... | ... | ... | ... |
| Thickness: | Top | 2 | 2 1/2 | 2 1/2 | 2 1/2 | 3 1/2 |
| | Sides | 4 | 4 1/2 | 4 1/2 | 3 | 3 1/2 |
| | Bottom | 4 1/2 | 4 | 4 | 3 | 3 1/2 |
| | Door (upright models) | ... | ... | 3 1/2 | 2 1/2 | — |

LIDS OR DOORS

| | | | | | | |
|------------------------|----------|-----|-----|----|-----|---|
| Number | 1 | 1 | 1 | 1 | 1 | 1 |
| Provision for locking? | Optional | Yes | Yes | No | Yes | — |

WEIGHT: (In Lbs.)

| | | | | | | |
|----------|-----|-----|-----|-----|-----|-----|
| Net | 287 | 406 | 505 | 530 | 310 | 375 |
| Shipping | 343 | 464 | 566 | 600 | 395 | 490 |

| | | | | | | |
|-------------------------|----------|----------|----------|----------|----------|----------|
| PRICE, suggested retail | \$289.95 | \$419.95 | \$519.95 | \$599.95 | \$369.95 | \$499.95 |
|-------------------------|----------|----------|----------|----------|----------|----------|

*Frozen Juice Dispenser.

REFRIGERATION EQUIPMENTCooling method
Wrap around, sides and bottom... Models L-7, L-12, L-16, and L-20

Models L-9-V and L-14-V, refrigerated shelves

Total sq. ft. of refrigerated surface exposed to food compartment... Model L-7, 17.9; L-12, 25.04; L-16, 32.95; L-20, 37.85; L-9-V, 8.7; and L-14-V, 13.4

Compressor:

Make ... Tecumseh

Sealed ... Yes

Location in cabinet ... Base

Refrigerant ... "Freon-22"

Make of control ... Ranco

Accessible for user adjustment? ... No

Condenser: Finned type on models L-12, L-16, L-20, and L-14-V

Wrap around type ... Yes

Stack type ... On model L-9-V

Natural convection ... Yes

Warning device: Light ... Yes

Anti-sweat provisions around entire cabinet

CONSTRUCTION AND FINISH OF Cabinet ... 2 coats of synthetic enamel baked onto Bonderized steel cabinet

Interior finish ... Spring Fresh Green synthetic enamel baked onto Bonderized steel

PROTECTION PLAN

Warranty ... Standard I-H 5-year warranty on sealed mechanism

Food insurance ... Available by application to Insurance Company.

Not offered by International Harvester

Amana

Amana Refrigeration, Inc., Amana, Iowa.

| Model No. | 80 | 140 | 12 | 18 | 25B |
|-----------------------|-------|-------|-------|---------|---------|
| Chest or upright type | Chest | Chest | Chest | Upright | Upright |

DIMENSIONS (In Inches)

| | | | | | |
|------------------|--------|--------|--------|--------|--------|
| Interior: Height | 29 1/2 | 29 1/2 | 47 1/2 | 47 1/2 | 52 1/2 |
| Width | 29 1/2 | 48 1/2 | 26 | 35 1/2 | 41 |
| Depth | 18 1/2 | 18 1/2 | 17 1/2 | 19 | 20 1/2 |
| Exterior: Height | 36 | 36 | 66 1/2 | 66 1/2 | 71 |
| Width | 36 | 55 1/2 | 34 | 43 1/2 | 49 |
| Depth | 29 1/2 | 29 1/2 | 26 1/2 | 28 1/2 | 30 1/2 |

CAPACITY (In Cu. Ft.)

| | | | | | |
|-------|-----|------|------|------|------|
| Total | 8.0 | 14.0 | 12.0 | 18.1 | 25.0 |
|-------|-----|------|------|------|------|

INTERIOR EQUIPMENT

| | | | | | |
|--------------------------------------|-----|---|-----|-----|-----|
| Partitions (No.) | 2 | 3 | ... | ... | ... |
| Shelves (No.) | ... | 3 | 3 | 3 | 3 |
| Baskets (No.) | 2 | 4 | 4 | 4 | 4 |
| Special racks or service trays (No.) | ... | 2 | 3 | 3 | 3 |
| Drawers (No.) | ... | 2 | 3 | 3 | 3 |
| Light | — | — | — | — | — |
| Ice Cube Trays (No.) | ... | 4 | — | — | — |

INSULATION

| | | |
|------------|-----------------------|------------------------|
| Kind | ... | High Density Fiberglas |
| Thickness: | Top | 1 1/2 |
| | Sides | 3 1/2 |
| | Bottom | 3 1/2 |
| | Door (upright models) | 4 1/2 |

LIDS OR DOORS

| | | | | | |
|---------------------------|-----|-----|-----|-----|-----|
| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | 1 |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes |

WEIGHT (Lbs.)

| | | | | | |
|--------------|-----|-----|-----|-----|-----|
| Net | 225 | 325 | 295 | 365 | 445 |
| Shipping</td | | | | | |

RCA Campaign Will Tell Night Workers About Room Air Conditioner Benefits

CAMDEN, N. J. — The 2,000,000 Americans who work nights and sleep days will get all the facts and figures on room air conditioning.

A special advertising and merchandising program for RCA Victor room air conditioners is being directed to this substantial market, it was announced recently by RCA Victor officials.

The number of night workers is higher than at any time since the end of World War II, the company said, and night workers, especially during the summertime, need room air conditioners for a good day's sleep.

As presently planned, according to W. F. Carolan, general sales manager of the air conditioner department of the RCA Victor Div. Radio Corp., the campaign is being tested first in Pittsburgh and Birmingham.

Newspaper space, radio and TV spot announcements, direct mail, and a variety of dealer display material will point out that with a room air conditioner, a night worker can sleep

in a cool, dark bedroom, untroubled by the noise, humidity, heat, dust, and confusion of the summer streets.

Pittsburg and Birmingham were selected as cities for the campaign kickoff because both have a number of steel mills and airplane factories working 'round-the-clock.'

The managements of many of the defense industries are convinced that the installation of room air conditioners in the homes of night workers will step up their efficiency, Carolan said, and are cooperating in the RCA Victor program.

Several of the companies are enclosing letters in the pay envelopes of the night shifts, recommending the use of an air conditioner.

"We believe that RCA Victor's room air conditioner program in Pittsburgh and Birmingham will demonstrate beyond any doubt," Carolan added, "that room air conditioners mean better health and higher job productivity for people who must sleep during the day."

30 Air Conditioners To Go To Contest Prize Winners

CHICAGO—Thirty $\frac{1}{4}$ -ton air conditioners are among the prizes to be awarded by Dr. Pepper Co. to winners of its national consumer contest now in progress.

Top prize winner is to get \$6,000—\$5,000 as down payment on his "dream" home, and \$1,000 to apply on new furnishings. An additional \$19,000 in goods, including the Frigidaire air conditioners, will go to other prize winners. Contest ends June 15.

Durban, Former Frigidaire Executive, Dies at 75

DAYTON—George E. Durban, 75, former special public utility representative of Frigidaire Div., General Motors Corp., died in his home on Durban Rd., near Dayton, recently, following a long illness.

Durban had been associated with General Motors for 32 years, prior to his retirement from full time active service with the company in July, 1949.



'Weather Prophet' Competition

Contest Focuses Attention on Hot Summer And Advantages of Room Air Conditioners

OMAHA, Neb.—The Nebraska-Iowa Electrical Council has launched an air conditioning "Weather Prophet" contest which offers the public a chance to win a free vacation in Colorado, a room air conditioner, and other prizes by predicting how hot it will be on July 4th in Omaha and completing the statement, "I want a room air conditioner because . . ."

Being widely and intensively promoted via newspaper, television, radio, car card, poster, and other advertising, the contest is designed to make entrants "prime, pre-conditioned" room air cooler prospects.

Under the rules of the contest, announced May 10 in a big ad in the *Omaha World-Herald*, consumers must pick up an official entry blank from their NIEC dealer.

Then they are to make their July 4th high-temperature prediction in the space provided on the entry blank, complete the statement noted above, and take—not mail—their entry to the dealer from whom they obtained the blank.

ENTRIES MUST BE TURNED IN TO DEALER

Entry blanks must be signed or stamped on the back by the dealer and turned in by him, and they must be in the dealer's store by the close of business June 20.

First prize is a five-day vacation for two in Colorado with all expenses paid and \$50 in spending money provided. The winner and companion will travel by air and stay at Denver's Park Lane hotel. In addition, a $\frac{1}{2}$ -ton room air conditioner will be installed in the winner's home.

A room air conditioner of the same size will also be installed in the home of the person who takes second place. Several other "consolation" prizes will be awarded.

In a brochure on the contest, the NIEC stresses that the event gives "plenty of selling opportunity."

The contest makes entrants "think about hot weather—and how sizzling hot last summer was," the brochure says. Also, "they'll learn all about room air conditioners—what one can do in their home—in trying to write a good essay. That makes them prime, pre-conditioned air conditioning prospects—and you'll get those prospects in your store twice!"

The council points out to dealers that they can "get in some good 'sales licks'" when consumers pick up their entry blanks and again when the entries are returned.

WINNER TO GET REFUND IF HE INSTALLS COOLER DURING CONTEST

On their second trip to the store, entrants should be reminded that "now is the time to install that summer comfort and that if they win the contest they won't be out one cent for acting now!" the brochure says, explaining that one of the contest rules states:

"If you plan to install a room air conditioner this summer, order it now! If your room air conditioner was purchased during the period of this contest, and your entry wins first or second prize, the full retail value of a $\frac{1}{2}$ -ton capacity room air conditioner will be refunded to you."

Dealers are also urged to capitalize on this contest advice appearing in all ads and on the entry blank: "Ask your dealer all about room air conditioners. His answers may help you write a better contest essay—and help you find the way to healthful, cool comfort in your home."

The council advises dealers to get their room air conditioning display out front, set up a box for contest entry blanks, "and get ready for some real business."

The ad in the *Omaha World-Herald* announcing the contest carried the names of every council member dealer. Five more ads on the contest were scheduled to be run in the *World-Herald* during May. In addition, all Omaha weeklies were to carry ads and outstate weeklies were to run air conditioning copy.

Every Omaha radio station is being used to promote both the contest and the advantages of room air conditioning. The contest is also being plugged via commercials on two TV stations and bus and streetcar cards. Exterior car cards and 20 "Ad-Venturer" posters tell the public: "THIS SUMMER—Go Home to Cool Comfort—Install a Room Air Conditioner NOW!"

Similar advertising support is planned for June.

The council is providing dealers with entry blanks, window streamers, and a drop-in ad.

Fedders Built-In Weather Bureaus are putting us out of business!

say: U. S. WEATHERMEN

"UNFAIR!" screamed the meteorologists, when news of Fedders amazing Built-In Weather Bureau broke in April 20th LIFE (biggest room air conditioner ad ever run).

"SCANDALOUS!" they yowled. "Who's going to worry about our outdoor predictions when people can touch a Fedders button and get the weather they want *indoors!*!" But what are Fedders dealers saying?

"SENSATIONAL!" Because here's a room air conditioner with real demonstration *excitement*. Here's a feature that closes sales fast, like a steel trap.

"FEDDERS GIVES YOU THE WEATHER YOU WANT, WITH THE TOUCH OF A BUTTON!"



AND HERE are some more reasons why Fedders dealers are going to be the industry's top profit-makers again this year:

1. Again in '53, Fedders is the most complete line in the business.



- 2.** Powerful cooling and dehumidifying...extra efficient filtering with easily-removable filters.
- 3.** Sleek new styling...and a new window-model color that's a real eye-catcher...Breeze Green!
- 4.** A Demonstration Center that's a salesman in itself! Incidentally, if you have a '52 Demo Center you can make it into a '53 model with a few simple changes.

IF YOU want to be tops in room air conditioner profits this year...call your Fedders distributor today. Or write Fedders-Quigan Corp., Dept. AC-5, Buffalo 7, New York.

**the all new 1953
FEDDERS**



New Appliance Dealer Finds Non-Industrial City Dwellers Buy for Cash, Stress Service

URBANA, Ill.—Elton Stevens and James Connell have been in the appliance business here for only two months, but they have already learned that doing business in a university town (University of Illinois) is a far cry from operating an appliance dealership in an industrial city.

Stevens says that their bright and shiny new store on W. Main St., featuring the Kelvinator line, got off to an auspicious start. The partners chose to stress service in their bid for a share of the town's business.

They now install each appliance sold themselves just to make sure that it is done right. Then a few days later, they revisit their customer to see that everything is working out as expected. To increase the customer's satisfaction with her purchase and give her a good reason for remembering where she bought, they present her with a little gift. These gifts have been well received so far, Stevens said.

On this follow-up call, the partners also remind the customer that the new firm is prepared to stand behind every product they sell with complete service.

Free home trials are another promotional device that the partners have used successfully. They set no specific number of days for the trial period, but arrange it to suit the prospect.

Connell and Stevens have already found that promotional advertising doesn't pull very well in Urbana.

"People here are very conservative," Stevens declared. "When they have some extra money, they do not spend it for appliances or home furnishings. They put it in stocks, bonds, or some other sort of financial investment."

"Before I came here I was credit manager for Firestone in St. Louis. I know how the people in an indus-

trial community will readily purchase appliances on time. As soon as one appliance is paid for they will buy another one."

"But not in Urbana. They will have the cash before they buy. I know some families that could well afford new appliances, but use equipment that is 10 or more years old in their homes. They just do not feel the need to buy new appliances."

Under these circumstances, the pair feel that their best method of approach to appliance sales is through service, building up the confidence of their customers in the firm's integrity.

Display In Bank Window Stirs Interest In Freezer-Food Plan

NORFOLK, Va.—Consumers Food Plan here stimulated public interest in its freezer-food plan by placing a freezer exhibit in a display window of Norfolk National Bank of Commerce, which finances plan sales.

The Consumers organization is sponsored by J. W. Rolleston Associates, Inc. and is promoting its plan throughout the metropolitan area, according to William E. Daugherty, sales manager. United Refrigerator Co. freezers are offered in connection with the plan.

Cottage Owners Target of Rebuilt Refrigerator Ads

BUFFALO — Gilbert's here attracted steady consumer interest in used refrigerators at the start of the warm weather season with a series of newspaper advertisements devoted exclusively to this type of equipment.

The ads were aimed at summer cottage owners and others looking for inexpensive used refrigerators for their summer homes.

Freezer Purchasers Get \$50-\$100 Check for Food

CHEYENNE, Wyo.—Rancher's Appliance Co., 1712 Carey Ave., and Sav-Mor, Inc., a supermarket at 1711 Logan Ave., have formed a partnership to promote a new food and freezer plan featuring Admiral home freezers, for which Rancher's is Cheyenne dealer.

Managements of the two firms said that \$50 to \$100 worth of frozen foods would be given with each home freezer purchase, depending on size of the freezer, and that there would be no attendant increase in the price.

A check for \$50 made payable to Sav-Mor will be given with the purchase of the new 11-cu. ft. Admiral home freezer. The check will be honored for its full value at the supermarket in the purchaser's choice of frozen foods. On the 19 cu. ft. freezer, the frozen food check will be for \$75, while a \$100 check will be given with the 27 cu. ft. freezer.

Freezer purchasers also will be issued food cards entitling them to meats, frozen foods, and staples at a special 10% discount at Sav-Mor.

Norge Uses Rotisserie To Promote Freezer Sales

CHICAGO—Norge has used a rotisserie tie-in premium to promote freezer sales during the months of April and May.

According to H. L. "Red" Clary, vice president in charge of sales for Norge Div. of Borg-Warner Corp., the premium cost will be split among the manufacturer, distributor, and dealers.

The premium offered is a new model "Black Angus Champion" combination infrared rotisserie, broiler, and grill, made by Manday Mfg. Co. The rotisserie will be available with all dealer purchases of Norge freezers until May 31.

Full-color four-page newsprint flyers to boost the rotisserie-freezer deal are being used on a cooperative advertising basis. Norge has also prepared window streamers and newspaper ads for distributors and dealers.

Manday is introducing its new Black Angus rotisserie during the same period through spots on 27 TV stations across the country.

**PUT YOURSELF IN THIS
\$ Profit Picture with
\$ SUB-ZERO**

**• FREEZERS
• MILK COOLERS
• AIR CONDITIONERS**

Yes, you can put yourself in the "profit-picture" with Sub-Zero... the line that sells because it has all the features your customers want most—handsome styling, large capacities, upright convenience and economy, dependable operation. And Sub-Zero is pre-sold for you by a hard-hitting national advertising campaign, kicking off with Better Homes and Gardens and Sunset, and continuing throughout the year. Help yourself to the profits that the line that's right will bring you—Sub-Zero... designed and built by refrigeration engineers. Write today for complete information.

PIONEERS IN UPRIGHT FREEZERS

Sub-Zero

STOP!

Losing freezer business Fast-moving Howard Freezers with custom features and low prices mean more profits. Complete line of upright, chest models and beverage coolers.

NEW TERRITORIES FOR DEALERS, DISTRIBUTORS, and REPS—write today!

Howard REFRIGERATOR COMPANY, INC.
4745 Worth St., Phila., Pa.
Export Div.—250 Park Ave., New York, N.Y.

Fast, efficient, economical cooling really sell Sub-Zero Milk Coolers. A complete line of 4, 6, 8 and 12 can coolers available in both Cascade and Spray Type Models. (Model illustrated is 6 can Cascade Cooler.)

You sell pleasant living with this new Sub-Zero All-Season Air Conditioner, cools and heats—filters and dehumidifies... it's a "best-seller"!

SUB-ZERO FREEZER CO., INC.
MADISON, WISCONSIN

Home Freezer Specifications

Sub-Zero

Sub-Zero Freezer Co., Inc., Route 3, Madison, Wis.

| Model No. | 15 | 18 | 20 | 25 | 32 |
|-------------------------------|-------------|---------|---------|---------|---------|
| Chest or upright type | Upright | Upright | Upright | Upright | Upright |
| DIMENSIONS (In Inches) | | | | | |
| Interior: Height | 50 | 50 | 50 | 50 | 50 |
| Width | 27 | 31 | 35 | 43 | 56 |
| Depth | 20 1/2 | 20 1/2 | 20 1/2 | 20 1/2 | 20 1/2 |
| Exterior: Height | 72 | 72 | 72 | 72 | 72 |
| Width | 24 | 38 | 42 | 50 | 63 |
| Depth | 28 | 28 | 28 | 28 | 28 |
| CAPACITY (In Cu. Ft.) | | | | | |
| Total | 15 | 18 | 20 | 25 | 32 |
| INTERIOR EQUIPMENT | | | | | |
| Shelves (No.) | 3 | 3 | 3 | 3 | 3 |
| Doors or lid shelves (No.) | 4 | 4 | 4 | 4 | 4 |
| INSULATION | | | | | |
| Kind | Fibre Glass | | | | |
| Thickness: (In Inches) | | | | | |
| Top | 4 | 4 | 4 | 4 | 4 |
| Sides | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 |
| Bottom | 4 | 4 | 4 | 4 | 4 |
| Door (upright models) | 4 | 4 | 4 | 4 | 4 |
| LIDS OR DOORS | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | 2 |
| Inner doors (No.) | 4 | 4 | 4 | 4 | 8 |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes |

REFRIGERATION EQUIPMENT

Cooling method.....Shelves and top
Total sq. ft. of refrigerated
surface exposed to food
compartment.....Model 15, 15.1;
18, 17.6; 20, 19.9; 25, 24.8;
32, 33.4

Compressor:
Make Tecumseh
Sealed Yes
Open (hp. rating) Model 15, 1/4;
18, 1/4; 20, 1/4;
25, 1/4; 32, 3/4
Location in cabinet Bottom
Refrigerant "Freon-12"
Make of control ... Cutler-Hammer
Accessible for user
adjustment? Yes
Location Front, behind com-
pressor cover

Condenser: Type
Finned Yes
Forced convection Yes
Warning device:
Light Yes
Anti-sweat provisions around
freezer opening Yes
CONSTRUCTION AND FINISH OF
Cabinet.....Aluminum—baked white
enamel
Interior liner.....Aluminum
Refrigerated shelves or
plates Aluminum
PROTECTION PLAN
Warranty.....1-yr. all defects in
workmanship and materials,
4 yrs. additional on power
unit
Food insurance.....Included in list
price, 2 yrs. \$250 max.

Jordon

Jordon Sales Co., 58th and Grays Ave., Philadelphia 43, Pa.

| Model No. | J-16 | J-22 | CF-30 | TC-8 | TC-16 |
|-----------------------|---------|---------|---------|-------|-------|
| Chest or upright type | Upright | Upright | Upright | Chest | Chest |

DIMENSIONS (In Inches)

| | | | | | |
|------------------|--------|--------|--------|--------|--------|
| Interior: Height | 46 1/2 | 46 1/2 | 49 | 20 1/4 | 20 1/4 |
| Width | 29 | 33 1/2 | 46 1/2 | 26 | 60 1/2 |
| Depth | 17 1/2 | 19 1/2 | 20 1/2 | 22 1/2 | 22 1/2 |
| Exterior: Height | 68 1/2 | 71 1/2 | 71 1/2 | 28 | 28 |
| Width | 36 1/2 | 41 | 54 | 33 | 66 |
| Depth | 28 1/2 | 30 1/2 | 30 1/2 | 36 | 36 1/2 |

CAPACITY (In Cu. Ft.)

| | | | | | |
|-------|------|----|------|-----|------|
| Total | 14.9 | 20 | 27.5 | 7.6 | 16.1 |
|-------|------|----|------|-----|------|

INTERIOR EQUIPMENT

| | | | | | |
|--------------------------|-----|-----|-----|-----|-----|
| Shelves (No.) | 4 | 4 | 4 | 1 | 1 |
| Baskets (No.) | ... | ... | ... | ... | ... |
| Special racks (No.) | 2 | 2 | 3 | ... | ... |
| Non-refrigerated storage | Yes | Yes | ... | ... | ... |

INSULATION

Kind High Density Fiberglas

Thickness: (In Inches)
Top 4
Sides 3 1/2
Bottom 4
Doors (upright models) 4 1/2

LIDS OR DOORS

| | | | | | |
|---------------------------|-----|-----|-----|-----|-----|
| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | 2 |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes |

WEIGHT (Lbs.)

| | | | | | |
|----------|-----|-----|-----|-----|-----|
| Shipping | 380 | 450 | 642 | 275 | 400 |
|----------|-----|-----|-----|-----|-----|

PRICE, suggested retail \$599.50

REFRIGERATION EQUIPMENT

Cooling method:

Wrap around...Models TC-8, TC-16
Other.....Refrigerated shelves on
J-16, J-22, and CF-30

Total sq. ft. of refrigerated
surface exposed to food
compartment.....J-16, 13.0; J-22,
16.3; CF-30, 24.25; TC-8, 13.6;
TC-16, 27.0

Compressor:

Make Tecumseh

Sealed Yes

Location in cabinet Base

Refrigerant.....TC-8, "Freon-12";
all other models, "Freon-22"

Make of control Ranco

Accessible for user
adjustment? Yes

Location....J-16, J-22, and CF-30;

all other models, rear left base
Condenser: Type
Finned Yes

Warning device:

Light.....On models J-16 and J-22

Anti-sweat provisions around
freezer opening .. On J-16 and J-22

CONSTRUCTION AND FINISH OF

Cabinet....All "J" models and CF-30,
Hi-Baked enamel. Both "TC"
models, Duo-Baked enamel
Interior liner Aluminum

PROTECTION PLAN

Warranty.....One-year factory war-
ranty and additional 4-year unit

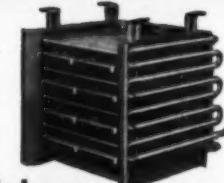
Food insurance.....Two-year food
spoilage, additional to list price

SPECIAL FEATURES

Uprights — "Seal-O-Matic Door"
(self-adjusting); juice shelf; dry stor-
age compartment; "Lift-off" door;
trigger action door latch.

Buy Peerless FOR PERFORMANCE

Faster- Freeze Finned Cube Makers



The PEERLESS Finned Faster-Freeze Cube Maker provides both refrigeration and rapid ice-cube manufacture from a single, balance, compact unit. Its fin coils are standard PEERLESS coils with nonsoldered return bends...the ice-cube maker is standard PEERLESS all-aluminum construction. Easy installation and trouble-free operation are outstanding features; these Finned Cube Makers are available with either copper or aluminum tubing, permitting choice of refrigerants. Plain type cube makers also available. Sizes, capacities for all requirements. Designed to meet government specifications. Write for details.

Peerless of America, Inc.

1501 N. Magnolia Avenue
Chicago 22, Illinois, U.S.A.

America's Finest

"FREEZER SALES VOLUME RIDING HIGH" ... SAY BEN-HUR DEALERS

"BEN-HUR NATIONAL ADVERTISING Helps Build a Bigger, More Active Prospect List"

"BEN-HUR...Greatest Freezer Line" of 53

"ABC's of Food Freezing"

"BEN-HUR...Provides Today's Most Complete DEALER MERCHANDISING AID PROGRAM"

No Other Freezer Line Offers So Many Usable Tools...For Effective Selling!

BEN-HUR FREEZERS

DEPT AC 634 E. KEEFE AVE.
MILWAUKEE 12, WISCONSIN

R.O.P.

B.H.M.C.

Bendix

Bendix Home Appliance Div., Aveo Mfg. Corp., South Bend, Ind.

Model No. FDD-15 FDC-15 FDD-9 FDC-20 FDC-18U

Chest or upright type Chest Chest Chest Chest Upright

DIMENSIONS (In Inches)

| | | | | | |
|------------------|--------|--------|--------|--------|--------|
| Interior: Height | 30% | 30% | 25% | 28% | 45 |
| Width | 47 1/2 | 47 1/2 | 31 1/2 | 69 | 29 |
| Depth | 19 | 19 | 19 | 19 | 22 1/2 |
| Exterior: Height | 40 | 40 | 40 | 40 | 67 1/2 |
| Width | 55 1/2 | 55 1/2 | 39 1/2 | 85 1/2 | 36 1/2 |
| Depth* | 32 1/2 | 32 1/2 | 32 1/2 | 32 1/2 | 33 |

*Depth of all models includes hardware.

CAPACITY (In Cu. Ft.)

Total 14.5 14.5 8.8 20 17.4

INTERIOR EQUIPMENT

Partitions (No.) 1 1 1 1 ...

Shelves (No.) 4

Door or lid shelves (No.) 1 1

Baskets (No.) 2 4

Special racks or service trays (No.) ... 1 ... 1 ...

Light Yes Yes Yes Yes No

INSULATION

Kind Fiberglas

Thickness: (In Inches)

| | | | | | |
|-----------------------|-------|-------|-------|-------|-------|
| Top | 2 1/2 | 2 1/2 | 2 1/2 | 2 1/2 | 3 1/2 |
| Sides | 4 | 4 | 4 | 4 | 3 1/2 |
| Bottom | 4 | 4 | 4 | 4 | 3 1/2 |
| Door (upright models) | ... | ... | ... | ... | 3 |

LIDS OR DOORS

Outer doors or lids (No.) 1 1 1 2 1

Inner doors (No.) 4

Provision for locking? Yes Yes Yes Yes Yes

WEIGHT (Lbs.)

Net 375 375 290 576 447

Shipping 456 456 340 661 510

PRICE, suggested retail \$429.95 \$459.95 \$339.95 \$629.95 \$649.95

REFRIGERATION EQUIPMENT

Cooling method: Wrap around FDD-15, FDC-15,

FDD-9, FDC-20, Yes; FDC-18U, Refrigerated shelves, coils in top, bottom

Total sq. ft. of refrigerated surface exposed to food compartment FDD-15, FDC-15, 32; FDD-9, 21.3; FDC-20, 49; FDC-18U, 22.7

Compressor: Make FDD-9, FDC-20, FDC-18U, Tecumseh

Sealed Yes

Location in cabinet FDD-15, FDC-20, Bottom left

FDD-9 Bottom center

FDC-18U Bottom

Refrigerant Model FDD-9 "Freon-12," all others, "Freon-22"

Make of control FDD-9, FDC-20, FDC-81U Ranco

Accessible for adjustment Yes

Location FDD-15, FDC-15, FDD-9, FDC-20 Adjacent to unit on front of freezer

FDC-18U Front of base

Condenser: Type Finned

Forced convection Yes

Warning device Light

FDD-15 No

All others Yes

Anti-sweat provisions around freezer opening FDC-18U Yes

CONSTRUCTION AND FINISH OF

Cabinet Welded steel with white baked synthetic enamel

Interior liner White baked acid-resistant enamel

Refrigerated shelves or plates, FDC-18U Yes

PROTECTION PLAN

Warranty 5-year warranty

SPECIAL FEATURES

Chest models have self-rising lids, push-pull handle, recessed toe space, wire dividers. On upright model top inner door folds down for loading and unloading, 3 compartment doors act as loading shelves.

Nor-Lake

Nor-Lake, Inc., Hudson, Wis.

Model No. 20

Chest or upright type Upright

Separate freezing section? Yes

DIMENSIONS (In Inches)

Exterior: Height 70

Width 43

Depth 28

CAPACITY (In Cu. Ft.)

Total 203

INSULATION

Kind Fiberglas

LIDS OR DOORS

Outer doors or lids (No.) 1

Inner doors (No.) 4

WEIGHT (Lbs.)

Net 425

Shipping 515

PRICE, suggested retail \$695

REFRIGERATION EQUIPMENT

Cooling method Shelving coiled

Compressor:

Make Tecumseh

Sealed Yes

Location in cabinet Bottom

Refrigerant "Freon-22"

Make of control Ranco

Accessible for adjustment Yes

Location Lower compartment

Anti-sweat provisions around freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet Baked on enamel

Ryan Industries

Ryan Industries, Inc., 1025 E. Excelsior Ave., Hopkins, Minn.

Model No. 19* 27* Upright Upright

DIMENSIONS (In Inches)

Interior: Height 48 1/2 48 1/2

Width 28 1/2 41 1/2

Depth 23 1/2 21 1/2

Exterior: Height 68 1/2 70 1/2

Width 36 48 1/2

Depth 31 1/2 32 1/2

CAPACITY (In Cu. Ft.)

Total 19 27

INTERIOR EQUIPMENT

Shelves (No.) 3 3

Door or lid shelves (No.) ... 4

Light Yes Yes

Thermometer Yes No

INSULATION

Kind Fiberglas PF 513

Thickness: (In Inches)

| | | |
|-----------------------|-------|-------|
| Top | 3 1/2 | 3 1/2 |
| Sides | 3 1/2 | 3 1/2 |
| Bottom | 3 1/2 | 3 1/2 |
| Door (upright models) | 3 1/2 | 3 1/2 |

LIDS OR DOORS

Outer doors or lids (No.) 1 1

Inner doors (No.) ... 8

Provision for locking? Yes Yes

WEIGHT (Lbs.)

Net 412 480

Shipping 475 575

*Available without inner doors.

REFRIGERATION EQUIPMENT

Cooling method Refrigerated shelves, top and bottom plates

Total sq. ft. of refrigerated surface exposed to food

compartment Model 19, 36.8; 27, 49.6

Compressor:

Make Tecumseh

Sealed Yes

Refrigerant "Freon-22"

Make of control Ranco

Accessible for user adjustment Yes

Location Front of machine compartment

Condenser: Type Finned

Forced convection Yes

Warning device Buzzer

Anti-sweat provisions around freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet Steel with baked enamel

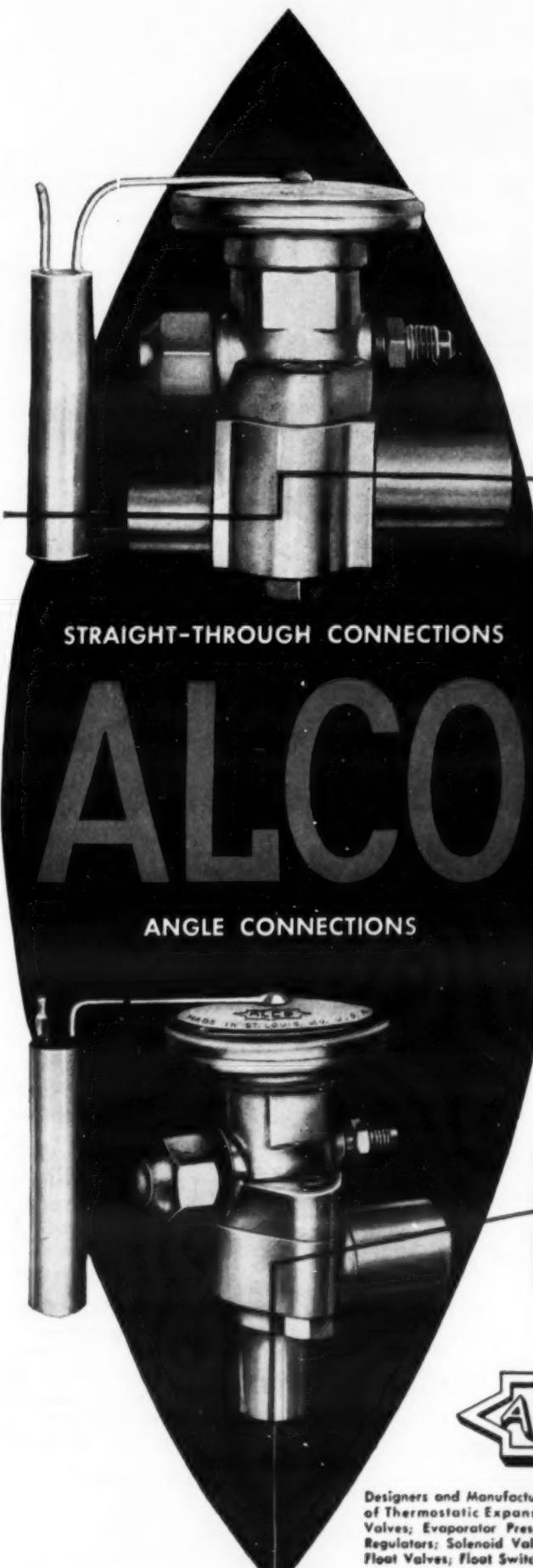
Interior liner Aluminum

Refrigerated shelves or plates Brazed aluminum

PROTECTION PLAN

Warranty 5 years

Food insurance Included

JUST ASK US
For "easy-to-get" product information... use coupon on "What's New" page.**ALCO VALVE CO.**

Designers and Manufacturers of Thermostatic Expansion Valves; Evaporator Pressure Regulators; Solenoid Valves; Float Valves; Float Switches.

853 KINGSLAND AVE. • ST. LOUIS 5, MO.

Home Freezer Specifications

Hotpoint

Hotpoint Co., Chicago, Ill.

| Model No. | EK80-7 | EK105-7 | EK152-7 | EK234-7 | EM105-7 |
|--------------------------------|-------------|----------|----------|----------|----------|
| Chest or upright type | Chest | Chest | Chest | Chest | Upright |
| Separate freezing section | No | No | Yes | Yes | No |
| DIMENSIONS (In Inches) | | | | | |
| Interior: Height | 19 1/2 | 28 1/2 | 29 1/2 | 29 1/2 | 45 1/2 |
| Width | 34 1/2 | 35 1/2 | 52 1/2 | 76 1/2 | 24 1/2 |
| Depth | 20 1/2 | 21 1/2 | 20 1/2 | 20 1/2 | 17 |
| Exterior: Height | 36 1/2 | 36 1/2 | 36 1/2 | 36 1/2 | 61 1/2 |
| Width | 42 | 42 | 60 | 84 1/2 | 30 1/2 |
| Depth | 33 | 33 | 33 | 33 | 28 1/2 |
| CAPACITY (In Cu. Ft.) | | | | | |
| Total | 8.0 | 10.5 | 15.2 | 23.4 | 10.5 |
| Freezing compartment(s) | 3.6 | 3.3 | 3.3 | 3.3 | — |
| Storage compartments(s) | 6.9 | 11.9 | 20.1 | — | — |
| INTERIOR EQUIPMENT | | | | | |
| Partitions (No.) | 2 | 2 | 2 | 4 | — |
| Shelves (No.) | — | — | — | 4 | — |
| Baskets (No.) | 2 | 3 | 3 | 5 | — |
| Drawers (No.) | — | — | — | 2 | — |
| Light | Yes | Yes | Yes | Yes (2) | No |
| Thermometer | Yes | Yes | Yes | Yes | No |
| INSULATION | | | | | |
| Kind | Glass Fiber | | | | |
| Thickness: (In Inches) | | | | | |
| Top | 2% | 2% | 2% | 2% | 3 |
| Sides | 3% | 3 1/2 | 3% | 3% | 3 |
| Bottom | 3 1/2 | 3 | 3 1/2 | 3 1/2 | 3 |
| LIDS OR DOORS | | | | | |
| Provision for locking? | Yes | Yes | Yes | Yes | No |
| WEIGHT (Lbs.) | | | | | |
| Net | 230 | 250 | 320 | 410 | 275 |
| Shipping | 280 | 300 | 380 | 525 | 365 |
| PRICE, suggested retail | | | | | |
| | \$329.95 | \$399.95 | \$479.95 | \$659.95 | \$429.95 |

REFRIGERATION EQUIPMENT

Cooling method:
 Refr. shelves Model EM105-7
 Wrap around All other models
 Total sq. ft. of refrigerated surface exposed to food compartment EK80-7, 14.1;
 EK105-7, 20.3; EK152-7, 26.0;
 EK234-7, 34.3; EM105-7, 10.1

Compressor:
 Make Tecumseh
 Sealed Yes
 Location in cabinet Under

Refrigerant Model EM105-7, "Freon-22"; all other models, "Freon-12"

Make of control Model EM105-7, Cutler-Hammer; all other models, Ranco

Accessible for user adjustment Yes

Location Model EK80-7, back; other models, (machine compartment, front, behind grille) inside, top

Condenser: Type

Finned Model EM105-7
 Wrap around All other models

Forced or natural convection

Forced Model EM105-7

Natural All other models

Warning device:

Light Yes

Anti-sweat provisions around freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet Steel

Interior liner alum.-porc. on steel

Refrigerated shelves or plates Steel, on model EM105-7

PROTECTION PLAN

Warranty 5-yr.

SPECIAL FEATURES

Juice rack on chest models, adjustable shelf on uprights.

Philco

Philco Corp., C and Tioga Sts., Philadelphia, Pa.

| Model No. | GH-82S | GH-82C | GH-82 | GH-122 | H-183 |
|-----------------------|-------------|-------------|-------------|-------------|--------------|
| Chest or upright type | Chest No | Chest No | Chest No | Chest No | Chest Yes |

| DIMENSIONS (In Inches) | Interior: Height | Width | Depth | Exterior: Height | Width | Depth |
|------------------------|------------------|--------|--------|------------------|--------|--------|
| Interior: Height | 28 1/2 | 28 1/2 | 28 1/2 | 28 1/2 | 28 1/2 | 29 1/2 |
| Width | 35 | 35 | 35 | 36 | 36 | 36 |
| Depth | 18 1/2 | 18 1/2 | 18 1/2 | 18 1/2 | 18 1/2 | 19 |

| CAPACITY (In Cu. Ft.) | Total | Freezing compartment(s) | Storage compartment(s) |
|-------------------------|-------|-------------------------|------------------------|
| Total | 8.1 | 8.1 | 8.1 |
| Freezing compartment(s) | — | — | — |
| Storage compartment(s) | — | — | 14.9 |

| INTERIOR EQUIPMENT | Partitions (No.) | 1 | 1 | 2 | 1 |
|--------------------------------------|------------------|----|-----|-----|-----|
| Baskets (No.) | — | — | 2 | 2 | 2 |
| Special racks or service trays (No.) | — | — | — | 1 | 1 |
| Light | No | No | Yes | Yes | Yes |

| INSULATION | Kind | Fiberglas | | | | |
|------------------------|-------|-----------|-------|-------|-------|-------|
| Thickness: (In Inches) | Top | 3 | 3 | 3 | 3 | 3 |
| Sides | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 |
| Bottom | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 |

| LIDS OR DOORS | Outer doors or lids (No.) | 1 | 1 | 1 | 1 |
|------------------------|---------------------------|----|-----|-----|-----|
| Provision for locking? | No | No | Yes | Yes | Yes |

| WEIGHT (Lbs.) | Net | 247 | 244 | 259 | 315 | 400 |
|---------------|-----|-----|-----|-----|-----|-----|
| Shipping | 290 | 293 | 302 | 380 | 500 | — |

PRICE, suggested retail \$279.95 \$299.95 \$329.95 \$399.95 \$499.95

| REFRIGERATION EQUIPMENT | Condenser: Type |
|---|-----------------------------|
| Cooling method | Finned Yes |
| Total sq. ft. of refrigerated surface exposed to food compartment | Forced Convection Yes |

Warning device: Buzzer On all models except GH-82S

Anti-sweat provisions around freezer opening Yes

Compressor: Make Tecumseh
 Sealed Yes
 Location in cabinet Models GH-82S and GH-82C, front to back, left, bottom; all others, front to center bottom

Refrigerant Models GH-122, and H-183, "Freon-22"; all others "Freon-12"

Make of control Cutler-Hammer

Accessible for user adjustment? On all models except model GH-82S

Location Model GH-82S, rear left, bottom; GH-82C and GH-82, front left, bottom; GH-122, front center, bottom; H-183, front left, bottom

PROTECTION PLAN

Warranty Five-year warranty protection plan

SPECIAL FEATURES

Designed with new sloping front which gives more space at top; 70% of storage space is above knee level; Key Largo lid liner and breaker strips on all models but GH-82S; adjustable levelers all models but H-183; Power cord safety bracket all models.

Polar Pantry (La Crosse)

La Crosse Cooler Co., La Crosse, Wis.

| Model No. | L19-D | L19 | L27-D | L27 |
|-----------------------|---------|---------|---------|---------|
| Chest or upright type | Upright | Upright | Upright | Upright |

| DIMENSIONS (In Inches) | Interior: Height | Width | Depth | Exterior: Height | Width | Depth |
| --- | --- | --- | --- | --- | --- | --- |

</tbl_r

Barkow

Aug. G. Barkow Mfg. Co., Inc., 2230 S. 43rd St., Milwaukee 15, Wis.

| | F-15 Upright | F-20 Upright | F-22 Upright |
|-------------------------------|-----------------|-----------------|-----------------|
| Chest or upright type | | | |
| DIMENSIONS (In Inches) | | | |
| Interior: Height | 48 1/4 | 49 1/2 | 49 1/2 |
| Width | 32 | 35 | 43 1/4 |
| Depth | 17 | 20 | 20 |
| Exterior: Height | 70 1/2 | 71 1/2 | 71 1/2 |
| Width | 39 1/4 | 42 1/2 | 51 1/2 |
| Depth | 24 1/4 | 27 1/2 | 27 1/2 |
| CAPACITY (In Cu. Ft.) | | | |
| Total | 15 | 20 | 25 |
| INTERIOR EQUIPMENT | | | |
| Shelves (No.) | 3 | 3 | 3 |
| INSULATION | | | |
| Kind | Fiber Glass | | |
| Thickness: (In Inches) | | | |
| Top | 3 1/4 | 3 1/4 | 3 1/4 |
| Sides | 3 1/4 | 3 1/4 | 3 1/4 |
| Bottom | 4 1/2 | 4 1/2 | 4 1/2 |
| Door (upright models) | 4 | 4 | 4 |
| LIDS OR DOORS | | | |
| Provision for locking? | Yes | Yes | Yes |
| WEIGHT (Lbs.) | | | |
| Net | 360 | 390 | 450 |
| Shipping | 440 | 500 | 575 |

REFRIGERATION EQUIPMENT

| | |
|---|-------------------------------------|
| Cooling method | Plate shelves plus refrigerated top |
| Total sq. ft. of refrigerated surface exposed to food compartment | 39% |
| Compressor: | |
| Make | Tecumseh |
| Sealed | Yes |
| Location in cabinet | Base |
| Refrigerant | "Freon-22" |
| Make of control | Ranco |
| Accessible for user adjustment | Yes |
| Location | Compressor com't. |
| Condenser: Type | |
| Finned | Yes |
| Forced convection | Yes |
| CONSTRUCTION AND FINISH OF | |
| Cabinet | 20 gauge steel Dulux enamel |
| Interior liner | Embossed aluminum |
| PROTECTION PLAN | |
| Warranty | 5 year |

Iceberg

Iceberg Freezer Corp., 203 N. Wabash Ave., Chicago, Ill.

| | | | |
|--------------------------------|----------------------|----------|-----|
| Model No. | 195 | Shipping | 410 |
| REFRIGERATION EQUIPMENT | | | |
| Cooling method: | | | |
| Wrap around | Circulating cold air | | |
| DIMENSIONS (In Inches) | | | |
| Interior: Height | 68 | | |
| Width | 31 1/4 | | |
| Depth | 21 | | |
| Exterior: Height | 72 1/2 | | |
| Width | 39 1/4 | | |
| Depth | 29 | | |
| CAPACITY (In Cu. Ft.) | | | |
| Total | 19.5 | | |
| INTERIOR EQUIPMENT | | | |
| Drawers (No.) | 3 | | |
| INSULATION | | | |
| Kind | Glass Wool | | |
| Thickness: (In Inches) | | | |
| Top | 4 1/2 | | |
| Sides | 4 | | |
| Bottom | 4 | | |
| LIDS OR DOORS | | | |
| Outer doors or lids (No.) | 3 | | |
| Provision for locking? | Yes | | |
| WEIGHT (Lbs.) | | | |
| Net | 385 | | |
| Food insurance | | | Yes |

These leading**Brands of Freezers and Refrigerated Equipment****use *Unilectric Wiring Systems*****to Protect Their Products' Reputation****DOMESTIC REFRIGERATORS AND FREEZERS**

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 Firestone Supre-macy
 Foster Torvic
 Frigitemp Ultra-Cold
 Gamble Unico
 Gibson Universal
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 Hilson Zero Air
 Home and Ranch Zero Freeze
 Howard Zero King
 Jordan Zero Queen

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 ALPINE Cooler
 ANHEUSER-BUSCH Ice Cream Cabinets
 ANHEUSER-BUSCH Frozen Food Cabinets
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 FOSTER Commercial Refrigerators
 FRUIT-O-MATIC
 FRIGID PRODUCTS Milk Cooler
 FRIGITEMP Beverage Coolers
 GENERAL-BEVMArt Vending Equipment
 GENERAL VENDMORE Vending Equipment
 HILSON Beverage Coolers
 HIRES Water Cooler
 HOWARD Beverage Coolers
 IDEAL Beer Coolers
 IDEAL Vender

IMPERIAL Commercial Refrigerator
 KAREN X-RAY Refrigerated Film Developer
 KOOL RITE Package Refrigeration System
 LACROSSE Bottle Coolers
 LARCO Water Cooler
 MASTER-BILT Milk Coolers
 MARVEL Air Conditioners
 McCRAY Commercial Freezers
 MONTGOMERY-WARD Milk Cooler
 MOHAWK Commercial Refrigerators
 NORRIS Milk Dispenser
 OASIS Water Coolers
 PALMAIRE Evaporative Coolers
 PURO Water Cooler
 PERLICK Bottle Coolers
 PERLICK Beer Dispensers
 RACOIRI Bar Milk Dispenser
 RIPEWAY Milk Coolers
 SMITH Ice Cream Dispenser
 SNO-BREEZE Evaporative Coolers
 SUNROC Water Cooler
 UNITED Bottle Coolers
 UNITED Ice Cube Maker
 UNITED Reach in Refrigerators
 WRIGHT Air Coolers

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Home Freezer Specifications

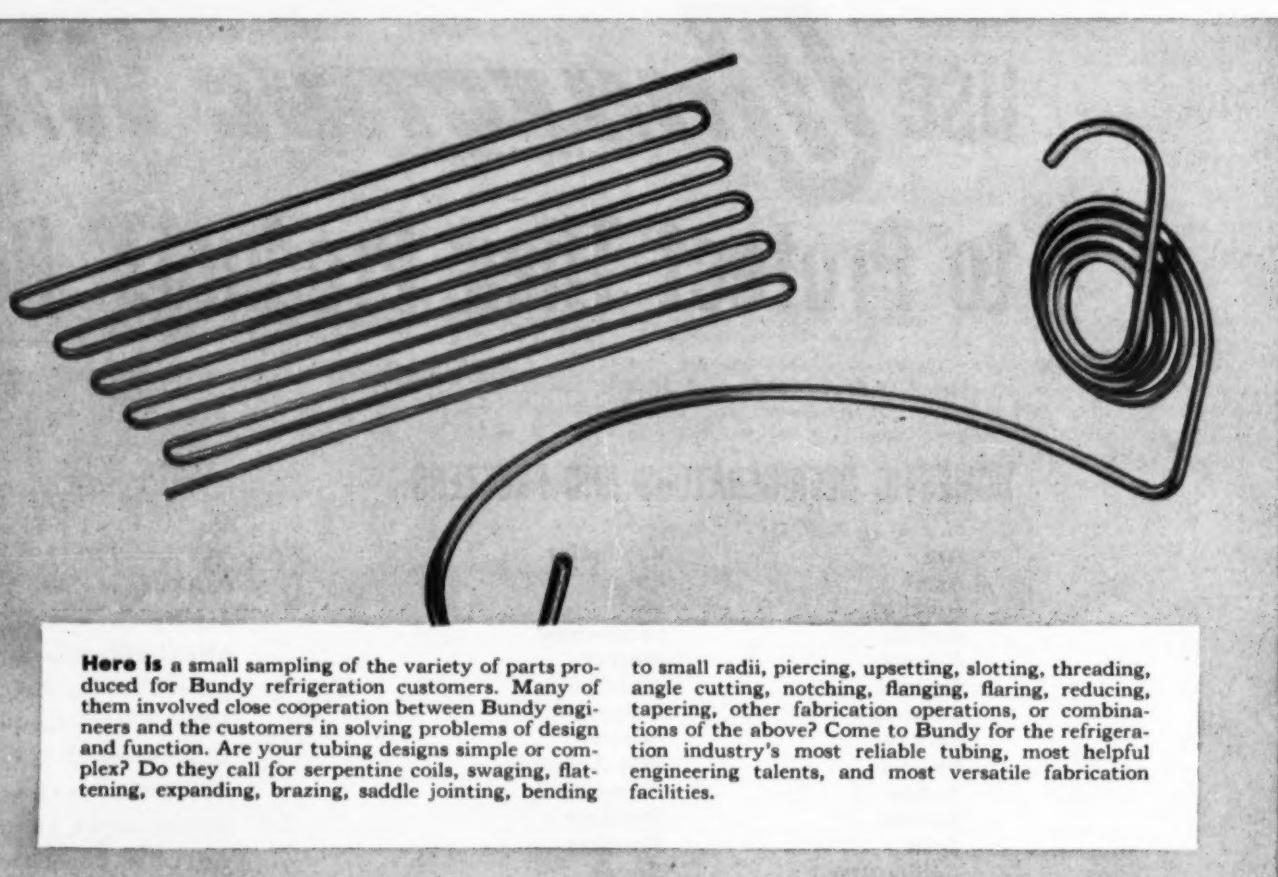
Gibson

Gibson Refrigerator Co., Greenville, Mich.

| Model No. | HFU-70 | HFU-110 | HFU-180 | HFU-250 | HFU-320 | HFU-170 | HF-100 | HF-140 | HF-200 |
|---|---|---|---|---|---|---|---|---|---|
| Chest or upright type | Upright | Upright | Upright | Upright | Upright | Upright | Chest | Chest | Chest |
| Separate freezing section? | No | No | No | No | No | No | Yes | Yes | Yes |
| DIMENSIONS (In Inches) | | | | | | | | | |
| Interior: Height | 49 | 53½ | ... | ... | ... | 53½ | 20½ | 31½ | 30% |
| Width | 17½ | 24 | 32% | 45 | 57½ | 25 | 46% | 30% | 48½ |
| Depth | 17½ | 17½ | 19% | 19% | 19% | 22½ | 19% | 19% | 19% |
| Exterior: Height | 58½ | 62 | 72½ | 72½ | 72½ | 72½ | 40% | 40% | 40% |
| Width | 24½ | 31 | 41 | 53% | 65% | 32 | 54% | 54% | 73% |
| Depth | 28% | 28% | 31 | 31 | 31 | 30½ | 30% | 30% | 30% |
| CAPACITY (In Cu. Ft.) | | | | | | | | | |
| Total | 7.15 | 11.07 | 18.32 | 25.16 | 32.28 | 17 | 10.50 | 14.10 | 20.0 |
| INTERIOR EQUIPMENT | | | | | | | | | |
| Partitions (No.) | ... | ... | ... | ... | ... | ... | 1 | 1 | ... |
| Shelves (No.) | 3 | 3 | 4 | 4 | 4 | 5 | ... | ... | ... |
| Baskets (No.) | ... | 1 | ... | ... | ... | 2 | 2 | 2 | ... |
| Special racks or service trays (No.) | 1 | ... | ... | ... | ... | ... | ... | ... | ... |
| Light | No | No | Yes | Yes | Yes | No | Yes | Yes | Yes |
| INSULATION | | | | | | | | | |
| Kind | ... | ... | Fiberglas | ... | ... | ... | ... | ... | ... |
| Thickness (In Inches) | | | | | | | | | |
| Top | 3 | 3½ | 4 | 4 | 4 | 3½ | 3½ | 3½ | 3½ |
| Sides | 3 | 3½ | 4 | 4 | 4 | 3½ | 4 | 4 | 4 |
| Bottom | 3½ | 3½ | 4 | 4 | 4 | 3½ | 4 | 4 | 4½ |
| Door (upright model) | 3½ | 5 | 4½ | 4½ | 4½ | 3½ | ... | ... | ... |
| LIDS OR DOORS | | | | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| Provision for locking? | Yes |
| WEIGHT | | | | | | | | | |
| Net | 248 | 336 | 455 | 530 | 650 | 300 | 315 | 375 | 470 |
| Shipping | 276 | 400 | 575 | 665 | 815 | 380 | 408 | 465 | 600 |
| PRICE, suggested retail | \$279.95 | \$389.95 | \$599.95 | \$699.95 | \$899.95 | \$549.95 | \$399.95 | \$459.95 | \$599.95 |
| REFRIGERATION EQUIPMENT | | | | | | | | | |
| Cooling method: | Wrap around | Models HFU-170, HF-100, HF-140, HF-200 | 5 Refrigerated surfaces on other models | ... | ... | ... | ... | ... | ... |
| Total sq. ft. of refrigerated surface exposed to food compartment | HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56 | HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56 | HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56 | HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56 | HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56 | HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56 | HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56 | HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56 | HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56 |
| Compressor: | Gibson & Tecumseh | Sealed | Yes | Location in cabinet | Bottom | Refrigerant | Freon-12 | Make of control | Ranco |
| Warranty | Yes | Yes | Yes | Food insurance | Included in list price, all models | Accessories for user adjustment? | Yes | Condenser: Type | Finned |
| CONSTRUCTION AND FINISH OF CABINET | | | | | | | | | |
| Cabinet | Hylux | Interior liner | Models HFU-70 and HFU-110, porcelain; model HFU-170, aluminum; all other models, baked enamel | ... | ... | ... | ... | ... | ... |
| PROTECTION PLAN | | | | | | | | | |
| Warranty | 5 years | 5 year compressor | 1 year component parts | Food insurance | 2 years | ... | ... | ... | ... |
| SPECIAL FEATURES | | | | | | | | | |
| HFU-70, Stay-packet shelves, 24½ in. width, open grid type shelf, optional right and left hand doors. HFU-170, two wire, removable shelves. HFU-180, 250, and 320, Safe-type door construction. HFU-110 Tilt-out, take-out basket, stay-packet shelves. Chests: Off-center handles on wire baskets, flat moulding, toe space on all models. | ... | ... | ... | ... | ... | ... | ... | ... | ... |

Uprite Freeze (International Harvester)

| International Products Corp., 2031 East 51st St., Los Angeles, Calif. | Suburban Upright | Rancher Upright |
|---|--|-----------------|
| Model No. | ... | ... |
| Chest or upright type | Upright | Upright |
| DIMENSIONS (In Inches) | | |
| Interior: Height | 51½ | 51½ |
| Width | 24 | 29½ |
| Depth | 21½ | 23½ |
| Exterior: Height | 70½ | 70½ |
| Width | 30 | 35½ |
| Depth | 27½ | 29½ |
| CAPACITY (In Cu. Ft.) | | |
| Total | 15 | 20 |
| INTERIOR EQUIPMENT | | |
| Shelves (No.) | 4 | 4 |
| Special racks or service trays (No.) | 3 Door racks | 3 Door racks |
| INSULATION | | |
| Kind | High Density Fibre Glass | |
| Thickness: | | |
| Top | 3½ | |
| Sides | 3½ | |
| Bottom | 3½ | |
| Door (upright models) | 3 | |
| LIDS OR DOORS | | |
| Outer doors or lids (No.) | 1 | 1 |
| Inner doors (No.) | 4 | 4 |
| Provision for locking? | Yes | Yes |
| WEIGHT (Lbs.) | | |
| Net | 310 | 350 |
| Shipping | 350 | 400 |
| PRICE, suggested retail | \$599.50 | \$699.50 |
| REFRIGERATION EQUIPMENT | | |
| Cooling method: | Forced convection | Yes |
| Wrap around | Anti-sweat provisions around shelves coils | |
| Models HFU-170, HF-100, HF-140, HF-200 | ... | |
| 5 Refrigerated surfaces on other models | ... | |
| Total sq. ft. of refrigerated surface exposed to food compartment | ... | |
| HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56 | ... | |
| Compressor: | Tecumseh | |
| Make | Tecumseh | |
| Sealed | Yes | |
| Location in cabinet | Bottom | |
| Refrigerant | "Freon-22" | |
| Make of control | Ranco | |
| Accessible for user adjustment? | Yes | |
| Location | Models HFU-70, HFU-110, front top; models HFU-180, HFU-250, HFU-320, HFU-170, front bottom; models HF-100, HF-140, HF-200, front | |



Here is a small sampling of the variety of parts produced for Bundy refrigeration customers. Many of them involved close cooperation between Bundy engineers and the customers in solving problems of design and function. Are your tubing designs simple or complex? Do they call for serpentine coils, swaging, flattening, expanding, brazing, saddle jointing, bending to small radii, piercing, upsetting, slotting, threading, angle cutting, notching, flanging, flaring, reducing, tapering, other fabrication operations, or combinations of the above? Come to Bundy for the refrigeration industry's most reliable tubing, most helpful engineering talents, and most versatile fabrication facilities.

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SIZES UP TO 5/8" O.D.

NOTE the exclusive

Masterfreeze

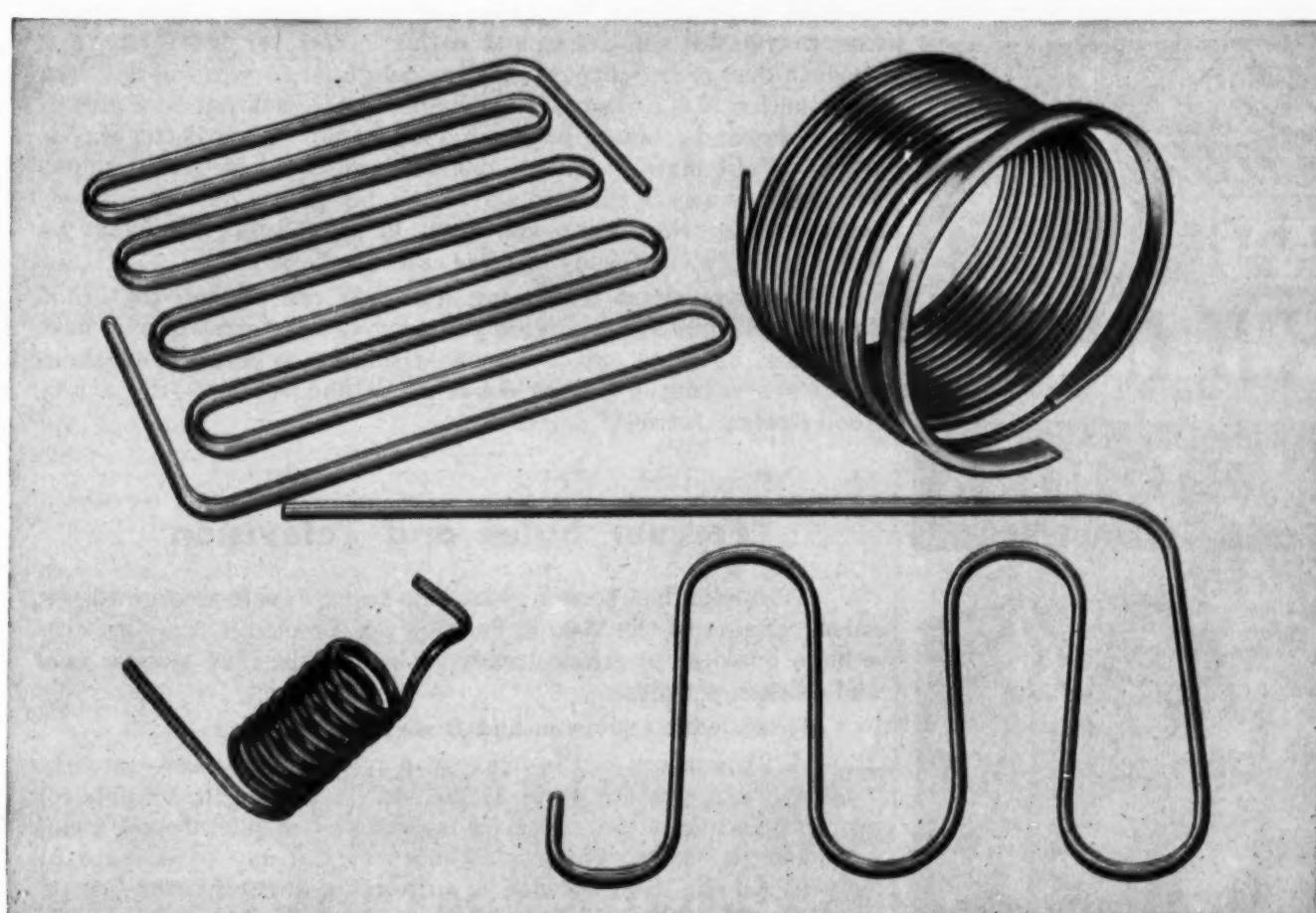
Masterfreeze Corp., Sister Bay, Wis.

| Model No. | 104SCH Chest | 16SCH Chest | 20SCH Chest |
|--------------------------------|-----------------|-----------------|-----------------|
| Chest or upright type | | | |
| DIMENSIONS (In Inches) | | | |
| Interior: Height | 26 1/2 | 26 1/2 | 26 1/2 |
| Width | 31 1/2 | 49 1/2 | 61 1/2 |
| Depth | 21 1/2 | 21 1/2 | 21 1/2 |
| Exterior: Height | 35 1/2 | 35 1/2 | 35 1/2 |
| Width | 55 | 72 | 84 |
| Depth | 29 | 29 | 29 |
| CAPACITY (In Cu. Ft.) | | | |
| Total | 10.4 | 16.4 | 20.4 |
| INTERIOR EQUIPMENT | | | |
| Partitions | Yes | Yes | Yes |
| Baskets | Optional Yes | Optional Yes | Optional Yes |
| Non-refrigerated storage | | | |
| INSULATION | | | |
| Kind | Fiberglas | | |
| Thickness: (In Inches) | | | |
| Top | 2 1/2 | 2 1/2 | 2 1/2 |
| Sides | 3 1/2 | 3 1/2 | 3 1/2 |
| Bottom | 4 1/2 | 4 1/2 | 4 1/2 |
| LIDS OR DOORS | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 |
| Provision for locking? | Yes | Yes | Yes |
| WEIGHT (Lbs.) | | | |
| Net | 375 | 450 | 525 |
| Shipping | 450 | 550 | 650 |
| PRICE, suggested retail | | | |
| \$357.50 | \$465.00 | \$538.50 | |
| REFRIGERATION EQUIPMENT | | | |
| Cooling method | Plate type | | |
| Compressor: | | | |
| Make | Tecumseh | | |
| Sealed | Yes | | |
| Location in cabinet | Left end | | |
| Refrigerant | "Freon-22" | | |
| Make of control | Ranco | | |
| Accessible for user adjustment | Yes | | |
| Location | Front | | |
| PROTECTION PLAN | | | |
| Warranty | 5 years | | |

L & H Lectro-Host (Lindemann & Hoverson)

Lindemann & Hoverson Co., Milwaukee 15, Wis.

| Model No. | F9-3 Chest Yes | F13-3 Chest Yes | F17-3 Chest Yes | F20-3 Chest Yes | UF11 Upright No | UF19 Upright No | UFD19 Upright No |
|---|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|
| DIMENSIONS (In Inches) | | | | | | | |
| Interior: Height | 28 | 28 1/2 | 28 | 28 | 47 1/2 | 48 1/2 | 48 1/2 |
| Width | 34 | 46 | 57 | 69 | 24 | 28 1/2 | 28 1/2 |
| Depth | 20 1/2 | 20 1/2 | 20 1/2 | 20 1/2 | 15 | 23 1/2 | 23 1/2 |
| Exterior: Height | 36 | 36 | 36 | 36 | 59 1/2 | 68 1/2 | 68 1/2 |
| Width | 41 | 53 | 64 | 76 | 30 1/2 | 36 | 36 |
| Depth | 27 1/2 | 27 1/2 | 27 1/2 | 27 1/2 | 28 1/2 | 31 1/2 | 31 1/2 |
| CAPACITY (In Cu. Ft.) | | | | | | | |
| Total | 8.9 | 13.2 | 16.7 | 20.5 | 11 | 19 | 19 |
| Freezing compartment(s) | 2.2 | 2.2 | 2.2 | 2.2 | | | |
| Storage compartment(s) | 6.7 | 11.0 | 14.5 | 18.3 | | | |
| INTERIOR EQUIPMENT | | | | | | | |
| Partitions (No.) | 4 | 4 | 4 | 2 | | | |
| Shelves (No.) | | | | | 4 | 3 | 3 |
| Door or lid shelves (No.) | | | | | 3 | | |
| Baskets (No.) | 2 | 2 | 2 | 1 | | | |
| Drawers (No.) | | | | | 1 | | |
| Light | Yes | Yes | Yes | Yes | No | Yes | Yes |
| Thermometer | Yes | Yes | Yes | Yes | No | Yes | Yes |
| INSULATION | | | | | | | |
| Kind | Fiberglas | Type 513 | | | Fiberglas | | |
| Thickness: (In Inches) | | | | | | | |
| Top | 2 1/2 | 2 1/2 | 2 1/2 | 2 1/2 | 3 1/2 | 3 1/2 | 3 1/2 |
| Sides | 3 | 3 | 3 | 3 | 3 | 3 1/2 | 3 1/2 |
| Bottom | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 |
| Door (upright models) | | | | | | | |
| LIDS OR DOORS | | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Inner doors (No.) | | | | | | 8 | |
| Provision for locking? | Yes | Yes | Yes | Yes | No | Yes | Yes |
| WEIGHT (Lbs.) | | | | | | | |
| Shipping | 379 | 417 | 464 | 577 | 320 | 465 | 470 |
| PRICE, suggested retail | | | | | | | |
| \$331.95 | \$433.95 | \$478.95 | \$576.95 | \$409.95 | \$629.95 | \$659.95 | |
| REFRIGERATION EQUIPMENT | | | | | | | |
| Cooling method | Models UF-11, UF-19, and UFD-19, shelves; all others, wrap around | | | | | | |
| Warning device | Light and buzzer on models UF-19 and UFD-19 | | | | | | |
| Anti-sweat provision around freezer opening | On models UF-11, UF-19, and UFD-19; all other models, by condenser | | | | | | |
| Compressor: | | | | | | | |
| Make | Tecumseh | | | | | | |
| Sealed | Yes | | | | | | |
| Open (hp. rating) | UF-11, 1/4; UF-19, 1/4; UFD-19, 1/4 | | | | | | |
| Location in cabinet | UF-11, back; UF-19 and UFD-19, bottom; all others, right side | | | | | | |
| Refrigerant | UF-11, "Freon-12"; all others, "Freon-22" | | | | | | |
| Make of control | Ranco | | | | | | |
| Accessible for user adjustment | Yes | | | | | | |
| Location | Models UF-19 and UFD-19, machine comp't.; all other models, front | | | | | | |



It almost goes without saying that you can't beat Bundyweld for leak-proof, dependable performance in your compressor and evaporator coils and refrigerant lines, and in other tubing lines throughout your refrigerators and freezers.

But you get more than peace of mind with Bundyweld. For instance, you tap a wealth of fabrication facilities and engineering skills.

Do your tubing part designs call for difficult fabrication operations or easy ones? Do the designs call for unusual combinations of operations? Do they create problems

that may seem unsolvable? If your needs call for a tubing part that is at all producable, you can count on us to do the job—exactly to specifications at lowest possible cost. But say it isn't producable. What then?

Just this. Bundy engineers who know their Bundyweld and refrigeration tubing problems inside and out will work with you personally until problems turn into solutions. This help and teamwork pay off in time and trouble saved. And such a pooling of specialized skills—yours and the Bundy man's—frequently pays off in lowered ma-

terial costs and lowered production costs, too.

What if your company is geared for low-cost fabrication? Wonderful. You can count on us to ship clean, carefully inspected Bundyweld on time and in specified straight lengths. Of course, you can still summon all the engineering help you can use.

For tubing that's the standard of dependability, for fabrication facilities and engineering talents devoted to producing better tubing parts at lowest possible cost, come to Bundy, headquarters for small-diameter tubing.

BUNDY TUBING COMPANY • DETROIT 14, MICHIGAN

Bundyweld Tubing

DOUBLE-WALLED FROM A SINGLE STRIP



presents its 1953 "Color Harmony" refrigerator line.

The designing, the testing, and special features of Quicfrez refrigerators are highlighted in the film.

The film is being made available to Quicfrez distributors now by the sales department of Quicfrez, Inc.



...Send for details of this Victor Dehumidifier

and other items in the Victor line that mean

More Sales... More Profitable Sales for You

VICTOR PRODUCTS CORPORATION
HAGERSTOWN, MARYLAND
MANUFACTURERS OF THE FAMOUS VICTOR QUICFREZER

They'll Do It Every Time . . . By Jimmy Hatlo



Have You READ 'Peace and Progress' Yet?

Picture Window Beauty
ENGINEERED FOR DUTY!

A NEW KOCH REACH-IN
WITH
CRYSTAL CLEAR SLIDING DOORS

KOCH GIVES YOU MORE . . . now a 25-cu. ft. reach-in with Thermopane sliding glass doors . . . a natural for picture-perfect perishable foods.

KOCH GIVES YOU MORE . . . more SELLING POINTS. Efficient utilization of floor space is a strong point for this reach-in refrigerator because THERE IS NO OPENING INTO THE AISLES.

KOCH GIVES YOU MORE . . . KOCH engineering means best construction at BEST prices . . . and at BEST PROFITS for you. These doors, framed in polished aluminum and plastic, are built for perfect operation. They are top-suspended, easy-rolling, tight-sealing and beautiful appearing.

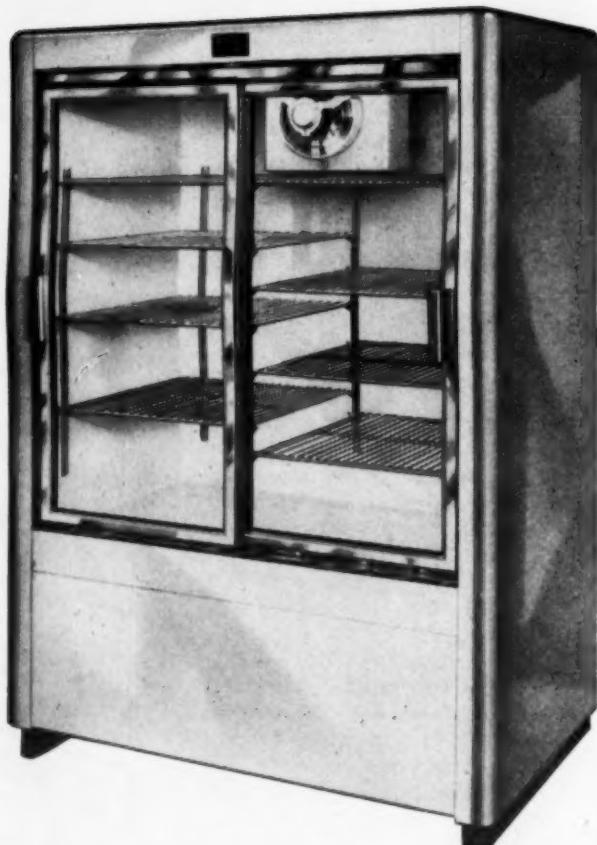
KOCH GIVES YOU MORE . . . more CUSTOMERS . . . more and better profits. You can add to your profit picture with these KOCH reach-ins. Write or wire factory for franchise information.

THESE DOORS ARE ENGINEERED!
SPACE-engineered for efficient utilization of floor area. NO OPENING INTO AISLES . . . make the utmost use of precious floor space.

THESE DOORS ARE ENGINEERED!
Grip-action aluminum handles for effortless use. Bumper guards protect against finger mashing.

THESE DOORS ARE ENGINEERED!
Designed for strength and appearance. Assembly is rigid, with permanent, no-sag features. Glass is sealed in rubber to resist shock.

Write or wire today for franchise availability and complete information.



THESE DOORS ARE ENGINEERED!
Almost self-closing, doors slide easily but they will not bounce open. Specially engineered track means doors stay closed until next opening.

AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

Trade Mark
registered
U. S. Patent
Office:
Est. 1928

**AIR CONDITIONING AND
REFRIGERATION News**

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"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

What Is a Freezer?

(Concluded from Page 1)

What else will bring you more comfort, enjoyment, and down-to-earth satisfaction? What else will make possible a new way of life, a true way of living and eating better for less? Here's a product that provides more genuine delight than you will find in a combination of a pleasure cruise, winning the jack pot on a give-away show, and relaxing in your favorite chair. What better way is there to eliminate frequent and tiresome food shopping trips? What better way is there to start each day than with the comforting thought: "No matter who drops in unexpectedly, or what we select to eat, we are ready to serve and save."

When you start wondering how you can stretch that food dollar even further, and decide you want to have strawberries next December, or game out of season—then say to yourself, as thousands are saying: "I want convenience and savings—it's a new Food Freezer for me!"

Freezer Sales and Television

"Television has been a great help to us," avers George Egger, sales manager of the Morton Packing Co., Louisville. His firm does a huge business in frozen, ready-cooked meals. Best sellers: beef and chicken pot pies.

What's with television and frozen foods?

"A 21-inch set is too heavy for a woman to carry into the kitchen," explains Mr. Eggers. "So we are making it possible for her to spend more time in the living room. The quick-frozen meals we make would take a woman most of the day to prepare by herself. All she has to do now is store them in her freezer."

More than 75,000 grocery stores now stock ready-made quick-frozen dinners, lunches, and breakfasts. This should be great news for June brides.

TV, Refrigerator, and Johnnie

The National Association of Master Plumbers is on record that the popularity of television programs can be measured by a city's water pressure. Their finding: during a good show people sit, so water pressure rises (little is used). Soon as the show is over comes a mass exodus to the bathroom and the refrigerator. This causes a sharp drop in water pressure.

Researcher Albert Sindlinger, as a matter of fact, has patented a device to be attached to the flushing mechanism in the bathroom. This, he believes, could supplant the Hooper Ratings. More practical and realistic.

Toledo's water commissioner, George Van Dorp, also claims that the appeal of a television program can be gauged by observing changes in water pressure. He has released charts which reveal astounding relationships between water pressure and TV shows. Immediately after a real good program, he demonstrates, in Toledo there is an extra consumption of eight gallons above and beyond the norm. For example: while "I Love Lucy" is on, water consumption drops around 13% in Toledo. At its end, the rush to refrigerator and Johnnie boosts consumption 22% over the norm.

General manager of the Detroit Water Supply also is keeping graphs in re bathroom and refrigerator activity—and the relative popularity of television extravaganzas. We'll report on his survey soon.

KOCH refrigerators, inc.
NORTH KANSAS CITY 16, MO.



AIR CONDITIONING (Year-Round Residential)

Baker Furnishes Equipment For Entire \$3.5 Million Calif. Shopping Center

WALNUT CREEK, Calif.—More than 300 tons of cooling equipment, representing the complete Baker air conditioning line, have been installed in the Broadway Shopping Center here, a \$3,500,000 development, according to Mark E. Mooney, Baker's sales manager.

This is said to be one of the most modern shopping centers to be found anywhere in the west. It includes 48 retail stores and a medical-dental building with eight units.

The town of Walnut Creek had been a small village for years until a new high speed highway put it within 40 minutes commuting distance of San Francisco. This, coupled with the general influx of people to California, has developed it into a thriving community with a population triple that of 1940.

Here Graeme MacDonald of MacDonald Products Co. decided to make a dream of his become a reality. Old timers were skeptical when he bought land so badly cut up by two creeks running through it that it had long been considered worthless as business property.

The creeks did not worry MacDonald. He simply built giant culverts to handle the entire flow of water and constructed his project over them. He put in his own streets, sidewalks, and ornamental lighting system. So far, \$3,500,000 has been spent on the project.

Baker installations include a 40-hp. Model CA 400 Centralaire unit which with three direct gas-fired duct furnaces cool and heat the Sears, Roebuck & Co. store.

There are five buildings cooled with "Bakeraire" units including one 3-hp., one 5-hp., three 7½-hp., and five 10-hp. units. All of these were furnished with Baker forced direct cooling towers and with hot water coils complete with boilers for heating. In addition to the Bakeraire units, there is installed in one of these buildings an F 500H water-cooled 5-hp. condensing unit.

Tenants in these buildings include a pharmacy, home furnishing store, an optician, a sewing machine store, a shoe store, a florist, two jewelry stores, and two specialty clothing stores.

One of the buildings in which three 10-hp. Bakeraire units with cooling towers and boilers were furnished is a rather unusual application of Bakeraire units to a medical-dental unit where there are nine separate zones of control.

Each of the Bakeraires supplies air through three supply ducts to different zones. Each duct contains a modulating damper to control the amount of cooled air supplied in the summertime and a hot water coil with modulating valve controls for the winter heating.

Each suite of offices occupied by doctors has its own separate duct distribution system for the air and its own heating and cooling thermostats.

In addition, Baker air conditioning refrigeration equipment was furnished and installed in a Lucky Market which is a part of this project. The air conditioning of this market consists of a 40-hp. XF 4000H unit with an evaporative condenser, direct expansion coils, and 18,000 c.f.m. supply fan, with gas-fired duct furnaces for winter heating. The refrigeration installed contains a total of 33-hp. of Baker water-cooled condensing units utilizing a cooling tower for the condensing water. The refrigeration cools meat, delicatessen, produce, dairy and frozen food display cases, as well as storage boxes for meat, produce, dairy products, and frozen foods.

The entire project was constructed by MacDonald Products Co. of San Francisco, under the direction of Miss Edith Apgar. It is owned and managed by Graeme MacDonald.

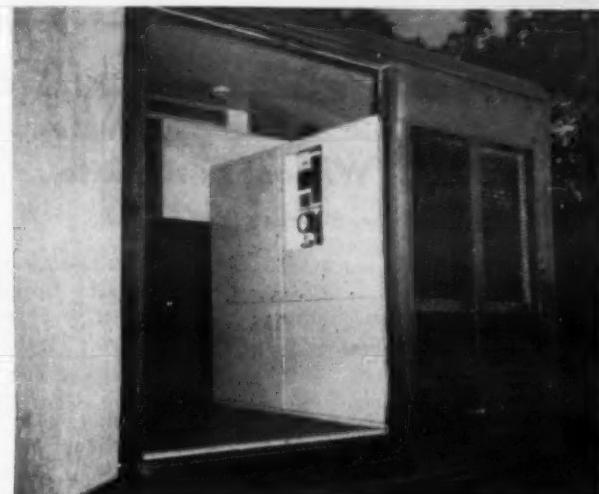
Lamson Handling UsAirco Window Units In 3 States

MINNEAPOLIS—Lamson & Associates, of Nashville, has been appointed sales representative for window-type room coolers in three southern states by United States Air Conditioning Corp., Minneapolis.

The firm, which was formed recently by J. C. Lamson, is appointing distributors for UsAirco window units in eastern Tennessee, Georgia, and Florida.



INTERIOR VIEW of U. S. Air Force airborne semi-trailer with Remington year-round, heating-cooling air conditioning unit installed. Grilles shown are for interior intake and exhaust of air; ductwork overhead insures circulation and ventilation.



FRONT VIEW of U. S. Air Force airborne laboratory. Unit has 4-ton capacity and is designed to operate at outdoor temperatures from 65° below to 130° above. Automatic control panel is shown on side of unit; grilles at right.

U.S. Air Force Semi-Trailers Equipped With Year-Round Heating-Cooling System

AUBURN, N. Y.—The first year-round, heating-cooling air conditioning units manufactured by Remington Corp. for U. S. Air Force airborne semi-trailers have been delivered to Wright-Patterson Air Base, Dayton, where they have passed performance tests and been accepted, Herbert L. Laube, Remington president, announced recently.

Designed and produced under a contract announced last summer, the special units will be used in air-transportable semi-trailers equipped

as mobile laboratories, Laube said.

Purpose of the units is automatically to cool and dehumidify the trailer's interior in summer, humidify and heat it in winter, filter out dirt, pollens, and foreign matter, and provide controlled ventilation and circulation of air inside. They are designed to operate at outdoor temperatures from -65° F. to 130° F.

Produced under specifications limiting weight and size, the multi-functional unit has a 4-ton capacity.

It has an air-cooled, hermetic re-

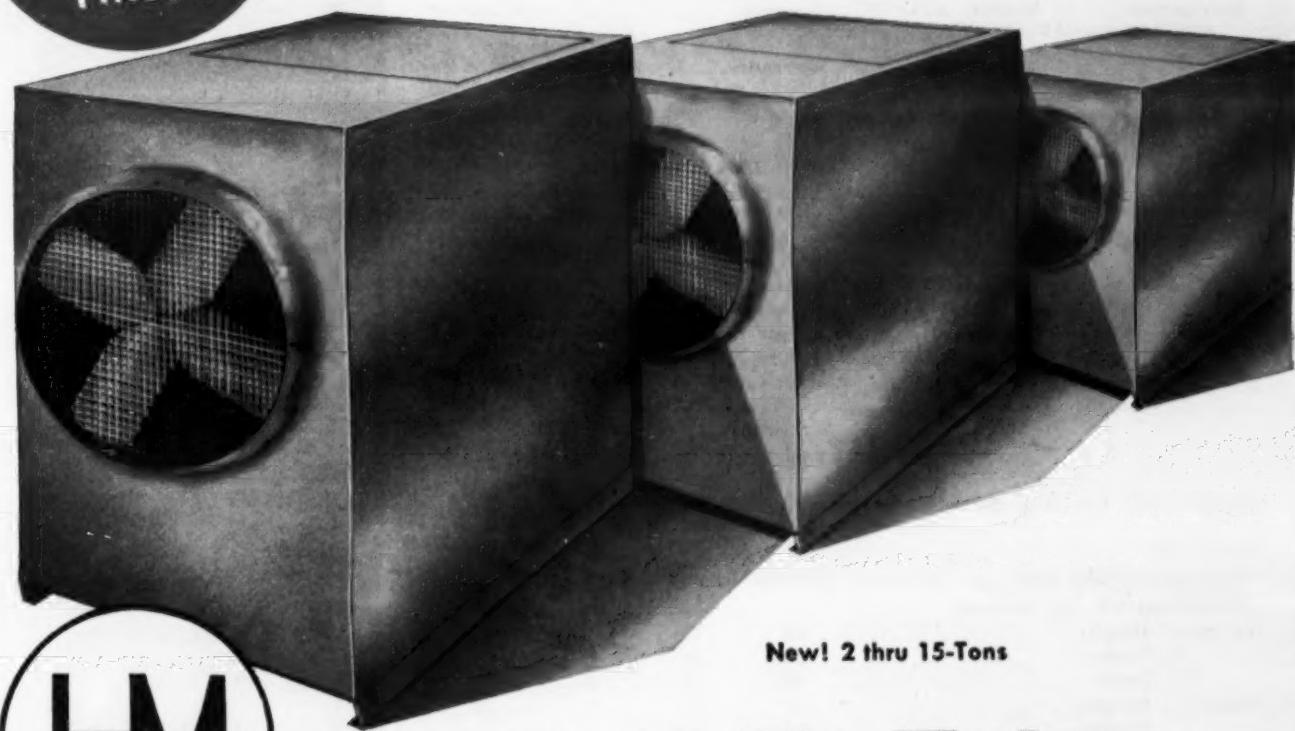
frigeration system of 7½ hp. and may be powered by mobile generators or available commercial electric supply. Automatic controls provide selective, uniform interior climate conditions the year round.

Several of the unit's special devices, Laube said, are outgrowths of those found in Remington's commercial window and console-type room air conditioners, many of which are going to the armed forces. Remington is considering a version of the unit for use in industrial applications where mobile air conditioning is required, he added.

Under a previous contract, Laube stated, Remington Air Conditioning Div. developed a unit for air conditioning flight simulators to promote more efficient pilot training.

20-Year Guarantee! ON THE WETTED DECK SURFACE

ANOTHER
HALSTEAD &
MITCHELL
FIRST



New! 2 thru 15-Tons

RESIDENTIAL COOLING TOWERS

PRICED FOR THE HOME MARKET

Price-wise these Halstead & Mitchell Residential Cooling Towers throw open huge segments of the home and small building market to air-conditioning. Here is the development for which the industry has been waiting. Check prices today!

NOW REQUIRED IN MANY AREAS

Residential Cooling Towers recirculate precious water . . . meet requirements of municipalities which prohibit wasting cooling water to sewers. And low cost H&M units take residential air conditioning to the suburbs and rural area . . . recirculate from a cistern if need be!

MADE FOR REAL OPERATING ECONOMY

Economical, last-worth . . . low operating cost matches low initial cost. Efficient gravity-type distributing pan eliminates windage loss since atomizing by spray nozzle is unnecessary. Low pump head pressure is another bonus of gravity distribution. And maintenance is a snap!

FAMOUS HALSTEAD & MITCHELL QUALITY

Here's all the quality for which Halstead & Mitchell Cooling Towers are world famous — including the 20-year Guarantee on the wetted deck surface of pressure-treated creosoted wood, against attack by rotting or fungi growth. Stainless steel fans and shafts, plus individual cabinet coatings of Vinsynite, Vinyl Zinc and chlorinated rubber add important years of life. The complete assembly is with Everdur bolts . . . disassembly is easy even after years of service.

AT LEADING WHOLESALERS EVERYWHERE
Write for descriptive bulletin from Halstead & Mitchell, one of the world's largest manufacturers of water-cooled Cleanable Condensers, and Cooling Towers up through 100-tons.



Halstead & Mitchell

OFFICES: BESSEMER BUILDING • PITTSBURGH 22, PA.



positive, self-aligning PILLOW BLOCKS

with many unusual features

Indestructible, light-weight, oil-tight steel housing with self-lubricating bearing seat and Durex bushing. These LAU designed pillow blocks boast many, many outstanding features that provide maximum performance and long life.

LAU PAK Gold Seal Bearing

Requires no lubrication. An ample supply of plastic petroleum is SEALED into the housing. Nothing to compare to it for superior performance.

Write for Catalog Page 707-14

The LAU Blower Company, 2202 Home Ave., Dayton 7, Ohio
World's largest manufacturer of furnace blowers

Home Freezer Specifications

Wilson Zero-Safe

Wilson Refrigeration, Inc., Smyrna, Dela.

Model No. AFC-150 AFC-190 AFC-240 AF-150 AF-200 AF-250
Chest or upright type ... Chest Chest Upright Upright Upright
Separate freezing section? Yes Yes Yes Yes Yes Yes

DIMENSIONS (In Inches)

| | | | | | | |
|------------------|--------|--------|--------|--------|--------|--------|
| Interior: Height | 30 1/4 | 30 1/4 | 30 1/4 | 48% | 48% | 49 1/2 |
| Width | 31 1/4 | 42 1/4 | 54 | 31 | 34 1/4 | 38% |
| Depth | 21 1/4 | 21 1/4 | 21 1/4 | 18 | 21 1/4 | 23 |
| Exterior: Height | 38 1/4 | 38 1/4 | 38 1/4 | 69 1/4 | 69 1/4 | 70 1/2 |
| Width | 54 | 65 1/4 | 76 1/4 | 37 1/4 | 41 | 45 |
| Depth | 31 1/4 | 31 1/4 | 31 1/4 | 27 1/4 | 30 1/4 | 32 1/4 |

CAPACITY (In Cu. Ft.)

| | | | | | | |
|-------------------------|-------|-------|-------|-------|-------|-------|
| Total | 15.24 | 19.61 | 23.53 | 15.68 | 20.60 | 25.22 |
| Freezing compartment(s) | 2.96 | 2.96 | 2.96 | 4.18 | 5.50 | 7.05 |
| Storage compartment(s) | 12.28 | 16.65 | 20.57 | 11.50 | 15.10 | 18.17 |

INTERIOR EQUIPMENT

| | | | | | | |
|---------------------------|-----|-----|----|-----|-----|-----|
| Partitions (No.) | 2 | 2 | 2 | ... | ... | ... |
| Shelves (No.) | ... | ... | 3 | 3 | 3 | 3 |
| Door or lid shelves (No.) | ... | ... | 1 | 1 | 1 | 1 |
| Baskets (No.) | 2 | 2 | 3 | ... | ... | ... |
| Light | Yes | Yes | No | No | No | No |
| Non-refrigerated storage | No | No | No | Yes | Yes | Yes |

INSULATION

| High Density Fiberglas | | | | | | |
|------------------------|-------|-------|-------|-------|-------|-------|
| Thickness: (In Inches) | | | | | | |
| Top | 3 1/4 | 3 1/4 | 3 1/4 | 3 1/4 | 3 1/4 | 3 1/4 |
| Sides | 3 1/4 | 3 1/4 | 3 1/4 | 3 1/4 | 3 1/4 | 3 1/4 |
| Bottom | 3 1/4 | 3 1/4 | 3 1/4 | 3 1/4 | 3 1/4 | 3 1/4 |
| Door (upright models) | ... | ... | 3 1/4 | 3 1/4 | 3 1/4 | 3 1/4 |

LIDS OR DOORS

| | | | | | | |
|---------------------------|-----|-----|-----|-----|-----|-----|
| Outer doors or lids (No.) | 1 | 1 | 2 | 1 | 1 | 1 |
| Inner doors (No.) | ... | ... | 1 | 1 | 1 | 1 |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes | Yes |

WEIGHT (Lbs.)

| | | | | | | |
|----------|-----|-----|-----|-----|-----|-----|
| Shipping | 408 | 475 | 550 | 540 | 590 | 650 |
|----------|-----|-----|-----|-----|-----|-----|

| | | | | | | |
|-------------------------|----------|----------|----------|----------|----------|----------|
| PRICE, suggested retail | \$479.50 | \$529.50 | \$628.50 | \$539.50 | \$639.50 | \$699.50 |
|-------------------------|----------|----------|----------|----------|----------|----------|

REFRIGERATION EQUIPMENT

| | |
|----------------|---|
| Cooling method | Models AFC-150, AFC-190, and AFC-240, wrap around; all others, refrigerated shelves |
| Compressor | Models AF-200 and AF-250, Nash-Kelvinator; all others, Tecumseh |

CONSTRUCTION AND FINISH OF

| | |
|--------------------------------|--|
| Cabinet | Bonderized steel, Dulux refrigerator enamel |
| Interior liner | Models AFC-150, AFC-190, AFC-240, aluminum; all other models, Bonderized steel |
| Refrigerated shelves or plates | Aluminum |
| Door (upright models) | Aluminum |

PROTECTION PLAN

| | |
|----------------|---|
| Warranty | 1-year guarantee on entire freezer, 4 years additional warranty on compressor |
| Food insurance | Optional |

SPECIAL FEATURES

Upright freezers have easily removable retaining bars across lower half of shelves, keeps packages in, allows full storage on every shelf, convenient tilt-out "Handibin" for storage of wrapping materials is removable for access to condensing unit. Three handy fruit juice pockets in door provide space for 21 cans.

Warning device:

Col-Temp

Simplex Mfg. Co., 1135 Third St., Oakland, Calif.

Model No. 17 22 28 40
Chest or upright type Upright Upright Upright Upright

DIMENSIONS (In Inches)

| | | | | |
|------------------|--------|--------|--------|--------|
| Interior: Height | 49 | 53 1/4 | 54 1/4 | 53 |
| Width | 28 1/2 | 35 | 42 1/4 | 64 1/2 |
| Depth | 20 1/2 | 20 | 21 | 20 1/2 |
| Exterior: Height | 70 | 75 | 77 | 77 |
| Width | 36 | 42 1/2 | 51 | 74 |
| Depth | 28 | 27 1/2 | 29 1/2 | 30 |

*Add 2 1/2 in. to depth for over-all dimensions.

CAPACITY (In Cu. Ft.)

| | | | | |
|-------|------|------|----|----|
| Total | 16.5 | 21.9 | 28 | 40 |
|-------|------|------|----|----|

INTERIOR EQUIPMENT

| | | | | |
|---------------|-----|-----|-----|-----|
| Shelves (No.) | 3 | 3 | 3 | 3 |
| Light | Yes | Yes | Yes | Yes |

INSULATION

| Rockwool | | | | |
|-----------------------|---|---|---|---|
| Thickness (In Inches) | 4 | 4 | 4 | 4 |
| Top | 4 | 4 | 4 | 4 |
| Sides | 4 | 4 | 4 | 4 |
| Bottom | 5 | 5 | 5 | 5 |
| Door (upright models) | 4 | 4 | 4 | 4 |

LIDS OR DOORS

| | | | | |
|---------------------------|-----|-----|-----|-----|
| Outer doors or lids (No.) | 1 | 1 | 1 | 2 |
| Inner doors (No.) | 4 | 4 | 4 | 4 |
| Provision for locking? | Yes | Yes | Yes | Yes |

| | | | | |
|-------------------------|----------|----------|----------|----------|
| PRICE, suggested retail | \$579.50 | \$659.50 | \$729.50 | \$979.50 |
|-------------------------|----------|----------|----------|----------|

REFRIGERATION EQUIPMENT

| | |
|----------------|--------------------------------|
| Cooling method | Coiled shelving top and bottom |
| Condenser | Unit compartment |

CONSTRUCTION AND FINISH OF

| | |
|----------------|-----------------------|
| Cabinet | All steel baked Dulux |
| Interior liner | All aluminum |

PROTECTION PLAN

| |
| --- |
| Warranty</td |

General Electric

General Electric Co., Louisville, Ky.

| Model No. | HA-7 | HA-11 | UA-14 | |
|--------------------------------------|--------------------|----------|------------------|--|
| Chest or upright type | Chest | Chest | Upright | |
| Separate freezing section? | No | No | No | |
| DIMENSIONS (In Inches) | | | | |
| Interior: Height | 25% | 25% | 56 | |
| Width | 27 | 40% | 24% | |
| Depth | 17% | 18% | 16% | |
| Exterior: Height | 38 | 38 | 70% | |
| Width | 33 | 48½ | 33% | |
| Depth | 29% | 31% | 31½ | |
| CAPACITY (In Cu. Ft.) | | | | |
| Total | 7 | 11.1 | 14 | |
| INTERIOR EQUIPMENT | | | | |
| Partitions (No.) | ... | ... | ... | |
| Shelves (No.) | 1 | 5 | (3 refrigerated) | |
| Door or lid shelves (No.) | ... | 4 | | |
| Baskets (No.) | 2 | 3 | 2 | |
| Special racks or service trays (No.) | ... | 2 | | |
| Light | Yes | Yes | Yes | |
| Thermometer | Yes | Yes | Yes | |
| INSULATION | | | | |
| Kind | Laminar Fiberglass | | | |
| Thickness: | | | | |
| Top | 3 | 3½ | 3½ | |
| Sides | 3 | 3½ | 3½ | |
| Bottom | 3 | 3½ | 2½ | |
| Door (upright models) | ... | 3½ | 3½ | |
| LIDS OR DOORS | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | |
| Provision for locking? | Yes | Yes | Yes | |
| WEIGHT | | | | |
| Net | 195 | 265 | 315 | |
| Shipping | 230 | 315 | 370 | |
| PRICE, suggested retail | \$299.95 | \$429.95 | \$499.95 | |

REFRIGERATION EQUIPMENT

| | | |
|---|--|---|
| Cooling method | Wrap around..... | Models HA-7 and HA-11, yes; Model UA-14, no |
| Other | Model UA-14: 5 refrig. surfaces (3 shelves) (top & bottom) | |
| Total sq. ft. of refrigerated surface exposed to food compartment | Model HA-7, 15.8; HA-11, 20.4; UA-14, 22.3 | |
| Compressor: | | |
| Make | G-E | |
| Sealed | Yes | |
| Location in cabinet | Bottom | |
| Refrigerant | "Freon-12" | |
| Make of control | G-E | |
| Accessible for user adjustment | Yes | |
| Location | Cabinet back. Model HA-7, top right; model HA-11, near breaker strip; model UA-14, top breaker strip | |
| Condenser: | | |
| Natural convection | Yes | |
| Warning device | Yes | |
| CONSTRUCTION AND FINISH OF | | |
| Cabinet | All steel, welded, sealed—two coat baked Dulux | |
| Interior liner | All aluminum | |
| Refrigerated shelves or plates | Aluminum | |
| PROTECTION PLAN | | |
| Warranty | One year on all parts, four additional on sealed mechanism | |
| SPECIAL FEATURES | | |
| UA-14 | Refrigerated Stor-Well in bottom of upright for bulk storage. Frozen concentrate dispenser on door. | |

Made To Order!

ALL-ALUMINUM Refrigerator Liner by REYNOLDS

This all-aluminum, embossed, anodized refrigerator liner designed by Reynolds Aluminum Fabricating Service assures you lower assembly, handling and shipping costs; no inside finishing costs; no costly production line rejects due to faulty inside porcelain and no "after sale" problems caused by chipping

or cracking of inside porcelain. In addition to these manufacturing advantages, this all-aluminum liner offers consumers chip-proof, rust-proof, long-lasting interiors; non-toxic, easy to clean and keep clean surfaces; even distribution of temperature; modern, attractive appearance and other advantages.

CONSULT REYNOLDS FABRICATING SPECIALISTS ON ALL OF YOUR REFRIGERATOR AND FREEZER REQUIREMENTS

From this all-aluminum liner down to the smallest pan or tray, Reynolds skill, experience and mass-production facilities are at your service. For help on your present needs or on development work for your future

models, call your Reynolds office listed under "Aluminum" in your classified telephone directory or write Reynolds Aluminum Fabricating Service, 2053 South Ninth Street, Louisville 1, Kentucky.

RELY ON REYNOLDS FOR THESE PARTS, TOO!



Reynolds Aluminum embossed and anodized refrigerator evaporators offer unequalled economy and efficiency in rapid heat conduction.



Reynolds Aluminum one-piece color-anodized shelving provides rigid construction plus a corrosion-proof, chip-proof finish.



Reynolds Aluminum crisper pans and bottle, dairy, egg and utility trays are produced with color-anodized trim to your specifications.



Reynolds Aluminum embossed, anodized home freezer liner panels are shipped flat with tubing brazed in position for fast assembly.



Reynolds Aluminum vertical home freezer shelves are durable, attractive; made of the right alloy especially selected to insure maximum rigidity.

FABRICATING SERVICE

ROLL SHAPING • TUBE BENDING • WELDING • BRAZING • FINISHING

**United**

United Refrigerator Co., Hudson, Wis.

| Model No. | UF171 | UF172 | UF211 | UF322 |
|-----------------------|---------|---------|---------|---------|
| Chest or upright type | Upright | Upright | Upright | Upright |

DIMENSIONS (In Inches)

| | | | | |
|------------------|-----|-----|------|-----|
| Interior: Height | 48% | 48% | 52 | 45½ |
| Width | 29½ | 29½ | 34 | 47½ |
| Depth | 20% | 20% | 21½* | 25% |

Exterior: Height

| | | | | |
|--------|-----|-----|-----|------|
| Width | 68½ | 68½ | 72½ | 70 |
| Depth | 35% | 35% | 41½ | 56 |
| Height | 27% | 27% | 28% | 35½† |

CAPACITY (In Cu. Ft.)

| | | | | |
|-------|-------|-------|-------|-------|
| Total | 16.78 | 16.78 | 21.14 | 32.46 |
|-------|-------|-------|-------|-------|

INTERIOR EQUIPMENT

| | |
|------------------------|----|
| Shelves (No.) | 4 |
| Doors (upright models) | 4‡ |

INSULATION

| | |
|------------------------|-----------|
| Kind | Fiberglas |
| Thickness: (In Inches) | |

| | |
|-----------------------|----|
| Top | 3 |
| Sides | 3 |
| Bottom | 3½ |
| Door (upright models) | 3½ |

LIDS OR DOORS

| | |
|---------------------------|-----|
| Outer doors or lids (No.) | 1 |
| Provision for locking? | Yes |

WEIGHT (Lbs.)

| | |
|----------|-----|
| Net | 387 |
| Shipping | 446 |

| | |
|------------------|-----|
| Height | 387 |
| Width | 34½ |
| Depth | 30 |
| Weight | 32 |
| Include hardware | |

REFRIGERATION EQUIPMENT

| | |
|------------------|---|
| Cooling method: | |
| Wrap around..... | Model UF322, plus shelves, top and bottom |

| | |
|-------|--|
| Other | Models UF171, UF172, and UF211, all shelves and top and bottom |
|-------|--|

CONSTRUCTION AND FINISH OF

| | |
|----------------|--|
| Cabinet | Dulux baked enamel on phosphate coated steel |
| Interior liner | Dulux baked enamel on paint bond steel |

| | |
|--------------------------------|--------------------------------------|
| Refrigerated shelves or plates | Hammertone baked on paint bond steel |
|--------------------------------|--------------------------------------|

PROTECTION PLAN

| | |
|-----------------|------------------|
| Warranty | Unit compartment |
| Condenser: Type | |

<table border="1

Ham and Hot Biscuits Sell Appliances In Tennessee

MEMPHIS—Ham and biscuits have been proven to be excellent sales tools for appliance dealers in western Tennessee, according to Sam Surrat, Westinghouse Supply Co. salesman in that territory.

Surrat has been conducting "Ham and Biscuits" parties for his dealers for the past two years with excellent results, he declares.

Surrat sparks interest in the parties by having the dealer advertise the open house in local newspapers and over local radio stations during the week preceding the event.

Local food concerns are invited to contribute ham, biscuits, and bottled soda as refreshments in return for appropriate plugs at the event.

appropriate plugs at the event. On the day of the party, Surrat employs a public address system inside and outside the store to attract passersby to the show. Once inside the people are treated to free ham and hot biscuits freshly cooked on a Westinghouse range by a Wesco home economist.

In the meantime, demonstrations of Westinghouse ranges, laundry twins, refrigerators, and dishwashers are conducted for visitors. As an added gimmick, a refrigerator door is wired to ring a bell after a certain number of openings. Lucky bell ringers win \$25 and \$50 gift certificates.

JUST ASK US

For "easy-to-get" product information . . . use coupon on "What's New" page.

Universal

Universal Major Elec Appliance Co., Box 119, Lima, Ohio

| | | | |
|---|---|----------------------|---------------|
| Model No. | | UFD-12 | UFD-17 |
| Chest or upright type | | Chest | Chest |
| DIMENSIONS (In Inches) | | | |
| Interior: Height | 27 | 28½ -19 | |
| Width | 24 | 27¾ | |
| Depth | 19 | 22¾ | |
| Exterior: Height | 36 | 36 | |
| Width | 60 | 60 | |
| Depth | 27 | 27 | |
| CAPACITY (In Cu. Ft.) | | | |
| Total | 12 | 17 | |
| INTERIOR EQUIPMENT | | | |
| Baskets (No.) | 2 | 2 | |
| Light | Yes | Yes | |
| INSULATION | | | |
| Kind | Fiberglas | Santocel & Fiberglas | |
| Thickness: | | | |
| Top | 3½ | 3½ (F) | |
| Sides | 3½ | 2 (S) | |
| Bottom | 3½ | 2 (S) | |
| LIDS OR DOORS | | | |
| Outer doors or lids (No.) | 2 | 2 | |
| Provisions for locking? | Yes | Yes | |
| WEIGHT (Lbs.) | | | |
| Net | 385 | 410 | |
| Shipping | 475 | 490 | |
| PRICE, suggested retail | \$449.95 | \$569.95 | |
| REFRIGERATION EQUIPMENT | | | |
| Cooling method | wrap around | | |
| Total sq. ft. of refrigerated surface exposed to food compartment | Model UFD-12, 25½; Model UFD-17, 30 | | |
| Compressor: | | | |
| Make | Tecumseh | | |
| Sealed | Yes | | |
| Location in cabinet | Bottom | | |
| Refrigerant | "Freon-22" | | |
| Make of control | Ranco | | |
| Accessible for user adjustment? | Yes | | |
| Location | Front | | |
| CONSTRUCTION AND FINISH OF | | | |
| Cabinet | Model UFD-12, Welded steel; Model UFD-17, Baked enamel | | |
| Interior liner | Model UFD-12 welded steel; UFD-17, baked enamel | | |
| PROTECTION PLAN | | | |
| Warranty | 5-Yr. on sealed unit, one year otherwise | | |

Home Freezer Specifications

Sub-Zero (Manitowoc)

Manitowoc Equipment Works, 621 Quay St., Manitowoc, Wis.

| | | |
|--------------------------------|--------------------------|------------------|
| Model No. | 18.5 | 14 |
| Chest or upright type | Upright | Upright |
| DIMENSIONS (In Inches) | | |
| Interior: Height | 46 $\frac{1}{2}$ | 35 $\frac{1}{2}$ |
| Width | 29 | 29 |
| Depth | 23 $\frac{3}{4}$ | 23 $\frac{3}{4}$ |
| Exterior: Height | 67 $\frac{1}{4}$ | 56 $\frac{3}{4}$ |
| Width | 36 | 36 |
| Depth | 29 $\frac{1}{4}$ | 29 $\frac{1}{4}$ |
| CAPACITY (In Cu. Ft.) | | |
| Total | 18.5 | 14 |
| INTERIOR EQUIPMENT | | |
| Shelves (No.) | 3 | 2 |
| Door or lid shelves (No.) | 8 | 6 |
| —Plastic Doors— | | |
| INSULATION | | |
| Kind | PF-450 Laminar Fiberglas | |
| Thickness: (In Inches) | | |
| Top | 3 $\frac{1}{4}$ | 3 $\frac{1}{2}$ |
| Sides | 3 $\frac{1}{4}$ | 3 $\frac{1}{2}$ |
| Bottom | 4 | 3 $\frac{3}{4}$ |
| Back | 3 | 3 |
| Door (upright models) | 2 $\frac{1}{2}$ | 2 $\frac{1}{2}$ |
| LIDS OR DOORS | | |
| Outer doors or lids (No.) | 1 | 1 |
| Inner doors (No.) | 8 | 6 |
| Provision for locking? | Yes | No |
| WEIGHT (Lbs.) | | |
| Net | 430 | 384 |
| Shipping | 510 | 444 |
| PRICE, suggested retail | \$579.95 | \$489.95 |

| | |
|---|-----------------|
| Anti-sweat provisions around freezer opening | Yes |
| CONSTRUCTION AND FINISH OF | |
| Cabinet....Electric welded—Duridene rust proofing and two coats white enamel | |
| Interior liner.....Electric welded interlocking joint, Duridene rust proofing and two coats white enamel | |
| PROTECTION PLAN | |
| Warranty.....One year complete warranty plus additional four years on compressor or pump | |
| Food insurance | Optional |
| SPECIAL FEATURES | |
| Anti-sweat provision under door gasket can be switched on or off; thermostat can be by-passed to pro- vide continuous operation for low temperature purposes and enables freezer operation if thermostat be- comes inoperative. | |

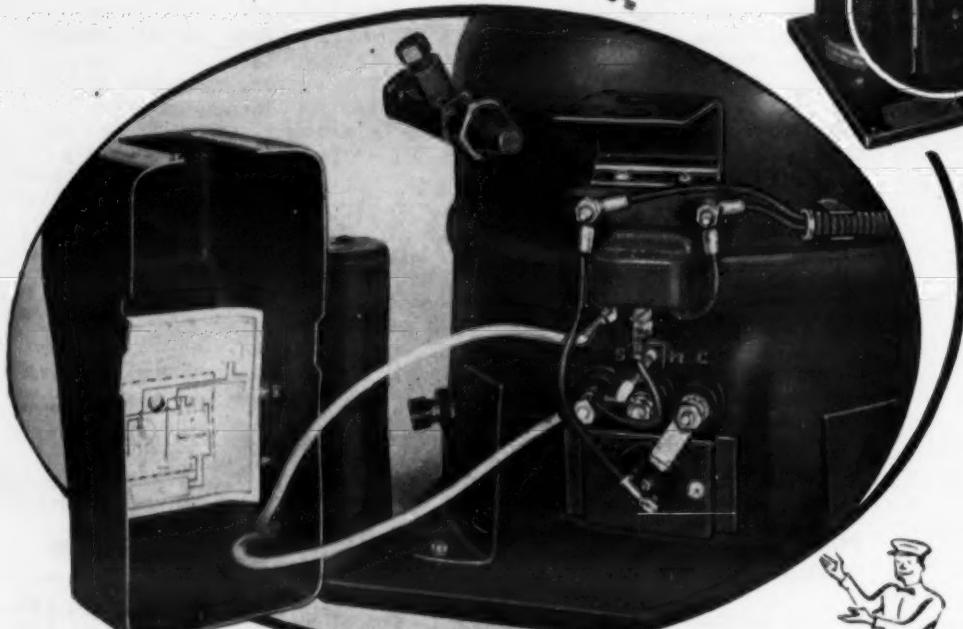
A Cinch to Install . . . A Snap to Service

SERVEL SUPERMETIC

Bigger, easier-to-reach terminal box —
remove one nut to take off cover.



Clip holds Greenfield fan cable firmly in line with slot in control box cover.



Only wiring required is to connect supply line to 2 terminal posts. Bx bracket welded to dome provides rigidity and plenty of room to tighten connector nut.

Takes a lot less space — and least time of all — to install Servel Supermetic. Just remove one nut and swing the cover out of the way. There you have the power supply terminals wide open for quick, easy wiring connections. This is one of the reasons why — for faster installation and more profit on every job — it's smart to standardize on Servel Supermetic. It's the condensing unit designed to help you build a more successful refrigeration business!

32 Servel Supermetc models for every commercial refrigeration need — from $\frac{1}{4}$ H. P. through 3 H. P.

Write Today

FOR YOUR FREE COPY OF OUR
NEW COMPLETE CATALOG, to
SERVEL, Inc. Electric Refrigeration
Division, Evansville 20, Indiana.

**THE NAME TO WATCH FOR GREAT ADVANCES
IN REFRIGERATION AND AIR CONDITIONING**

MUELLER BRASS CO. PORT HURON 9, MICHIGAN



as other commonly used refrigeration desiccants while maintaining a fixed end-point dryness. Hundreds of thousands of Silica Gel granules manufactured to a special size and sealed into a 12 cu. in. Mueller Brass Co. Deluxe Drier provide over 600,000 sq. ft. of the best drying surface you can get — more than enough to keep your refrigerant thoroughly dry at all times. Mueller Brass Co. Driers are available in capacities from 3 cu. in. to 242 cu. in. Order now from your refrigeration wholesaler.



'FBI' Helps Dealers Get 'Free,' 'Gift,' or 'Given' Offers Must Have No Strings, Says Detroit BBB

BOSTON—In Boston the FBI isn't what you think. It's the Food Buyers' Institute—an organization set up by Equipment Distributors, Inc., to permit small appliance dealers to get into the freezer-food plan business.

Equipment Distributors, Inc. is the International Harvester distributor for eastern Massachusetts and New Hampshire. It established the FBI to overcome the difficulty many small appliance dealers are having in getting banks to finance food purchases in addition to the freezer.

The dealer who joins the FBI will, for 2% of the list price of the freezer, get a second endorsement on the initial food order from the food supply house—the Home Freezer Food Supply Co. On food reorders, the supply house will make the initial endorsement on time paper.

Jerry Zises, vice president and director of sales for Equipment Distributors, says that with the second endorsement by Home Freezer Food Supply Co., the dealer will be able to arrange the necessary financing.

The FBI dealer agrees to place all his food orders and reorders with Home Freezer Food Supply Co. In return, the supply house gives the customer a written warranty that it will replace any unsatisfactory items and that the food supplied is of the highest quality.

Other advantages to dealers are that they have no recourse on food orders and they get competitive food prices.

Included in the plan are window streamers, cooperative advertising, presentation easels, schooling in closing sales, telephone canvass plan, use-the-user program, doorknob hangers, and other lead campaigns.

Expansion at Freezer Firm To Double Output Capacity

MANITOWOC, Wis.—A plant expansion program which will more than double previous freezer production capacity is nearing completion at Manitowoc Equipment Works here.

The company manufactures Manitowoc upright freezers for its own distribution, plus other low temperature refrigeration equipment on a contract basis.

The \$350,000 expansion has been primarily in the assembly areas, but service, research, and office operations have also been affected.

Outlining the building program, the company stated that the added floor space—an increase of nearly 30,000 sq. ft.—should bring the total floor area to more than 200,000 sq. ft.

All plant sub-assembly lines, as well as major assembly lines are now mechanized. There is also a considerable amount of new tooling to match the flexibility possible through the revised assembly set-up.

The new operation assures greater speed and flexibility while retaining the present high standards of product quality, according to A. N. Dedeck, plant manager.

In addition to plant production expansion, both the service and research departments, formerly in separate buildings, have been brought into the plant. The service department will carry complete stocks of parts to facilitate prompt dispatch of part orders and repair work.

The expanded research facilities include two completely new "hot" rooms where various conditions of temperature and humidity can be duplicated for testing purposes. Here, also, quality control and operating tests will be carried on.

The research department will be under the direction of Robert Guyton, formerly a consulting refrigeration engineer.

Completely new office space in the modern 3-story building houses executive offices, sales, accounting, purchasing, time study, and production control departments. Also, new conference rooms and a merchandise display room are included.

Customer Saver

Supermarket Chain Has Freezer-Food Plan To Hold Onto Its Patrons

SAN JOSE, Calif.—The four Bettencourt supermarkets here are offering a freezer-food plan designed primarily to minimize loss of customers to plans operated by non-grocers.

Main point emphasized in merchandising the plan is that customers can get a continuous supply of frozen foods at discount prices, according to Herbert Bettencourt, operator of the markets. A discount on quantity food purchases is also offered customers who already own freezers, he said, adding:

"Our customers don't have to flounder around for their food after the initial supplies are exhausted."

Bettencourt's plan was established in cooperation with Tom Ryan, area distributor for Barkow freezers. A display space for plan promotion has been set up near the checkout counters in each of the markets and a salesman assigned to man it.

Customers choose one of two freezer models offered and purchase \$200 worth of frozen food and meat. A discount of 15% is allowed on the initial food order and also on re-orders of at least \$25 worth of meat or \$15 worth of frozen food.

Patrons can have two years in which to pay for the freezer and six months to pay for the initial food order. Financing is through American Trust Co. at 7½%.

Considerate Pre-Selling and Post-Sale Follow-Up Sells 324 Freezers In 2 Months

OMAHA—Considerate pre-selling of prospects and plenty of post-sale follow-up has turned in 324 Bendix home freezer sales for an Omaha food plan operator in less than two months.

Bob Rushing of Home Owners Food Supply, which also operates branches at Lincoln and Sioux City, constantly hammers away at the "satisfied customer" theme. He repeatedly warns his salesmen not to overload a homeowner with a plan too large for his family and has given the salesmen six different plans for different size families.

But that's only half the story. In each of the cities, Rushing has a full-time home economist who immediately visits each new freezer owner. The customer is advised on the types of foods to be stored, vitamins and mineral contents of them and what should be stored for how long.

"The net result of this," says Rushing, "is that, when our salesmen call back, the elated first customer has half her neighbors about 90% sold on a new Bendix freezer. It's the old 'use-the-user' approach but with lots of special attention given each new user."

The Home Owners' boss isn't going to stop there either. He plans to equip a fleet of refrigerated trucks to operate out of his several locker plants. He'll assign each driver-salesman a route of Home Owners' customers and the salesmen will continue to sell frozen foods and meats

to the customer, cutting down her shopping problems tremendously.

Rushing admits his first and biggest problem before compiling his 324-sale record (and even during it) was manpower.

Finding recruits was no problem, but turning them into good freezer salesmen was. First, many so-called "salesmen" who applied were simply not specialty sellers and had to be dropped. Second, many who applied were lured by tales of whopping commissions pulled down by old-timers, but when they found out how much night work was involved, they begged off.

Each new salesman is given a week's training—most of it spent with a veteran as he canvasses his prospects. After that, he's given a prospect list of his own and sent on his way. If he returns to the office twice in succession without a sale, he's dropped.

"Turnover is high," admits Rushing, "but the ones we keep are real salesmen and they made our record. They also made darn good money, \$250 a week on the average, and our top men can pull down \$600 a week."

Competition between the salesmen was further stimulated recently when the Bendix Home Appliances distributor in Omaha offered a new automobile to the salesman selling the most Bendix freezers.

The most popular freezer model was the 15-cu. ft. chest type. The 20-ft. chest model was next, and the 18-ft. upright third.

HOT SALES TIP ON A

COOL APPLIANCE

BARKOW

COLD SHELF

UPRIGHT HOME FOOD FREEZERS

One thing customers look for when they buy a freezer is... Convenience. Sell them what they want... a Barkow Upright Home Food Freezer. Show your customers the advantages of no more digging—digging or dumping food to the side. Barkow Freezers afford hospital orderliness... not chaos. Barkow builds only Upright Freezers... and only the finest Upright Home Food Freezers. For greater profits... sell convenience... sell easy-to-reach frozen foods.

PROFIT SPREE IN '53 PREDICTED FOR BARKOW DEALERS WITH THIS MAGNIFICENT NEW LINE

- Cabinet Exterior — 20 gauge steel
- Simulated Leather Grain all-Aluminum interior
- Aluminum Open Type Shelves... every shelf with positive contact.
- Plastic lined door prevents sweating... no muss, no fuss.
- High density Fiberglas insulation.
- Smooth, glistening Dulux finish, chrome-plated lock handle and trim.
- Space saving designs in 15, 20, 25 cubic foot models. Takes less space in the home as well as on your display floor.
- New, revolutionary hermetically sealed compressor by Tecumseh, with 5 Year Warranty... lifetime lubricated.

1/4 HP Unit for Model F15

1/3 HP Unit for Models F20 and F25

Freon 22 Refrigerant



Some territories still available... investigate the sensational BARKOW COLD SHELF Freezer line today, and the BARKOW RESIDENTIAL YEAR-ROUND CENTRAL AIR CONDITIONING UNITS.

REFRIGERATION DIVISION

AUG. G. BARKOW MFG. CO., INC.



2230 SOUTH 43RD ST.
MILWAUKEE 15, WISCONSIN

Home Freezer Specifications

Cold Seal (Servel)

Servel, Inc., Evansville 20, Ind.

| Model No. | HF-93 | HF-153 | HF-223 | VF-113 | VF-153 | VF-223 |
|--|--|------------------|-------------------|-----------------------------------|----------|----------|
| Chest or upright type | Chest | Chest | Chest | Upright | Upright | Upright |
| Separate freezing section? | Yes | Yes | Yes | Yes | Yes | Yes |
| DIMENSIONS (In Inches) | | | | | | |
| Interior: Height | 26% | 26% | 26% | 48% | 48% | 49% |
| Width | 36% | 56 | 81 | 24% | 24% | 33% |
| Depth | 19% | 19% | 19% | 16% | 23% | 21% |
| Exterior: Height | 36 | 36 | 36 | 59% | 64% | 71% |
| Width | 44% | 64 | 89 | 30% | 30% | 41 |
| Depth | 31% | 31% | 31% | 28% | 36% | 30% |
| CAPACITY (In Cu. Ft.) | | | | | | |
| Total | 9 | 15 | 22 | 11 | 15.7 | 20 |
| Freezing compartment(s) | 2.5 | 2.5 | 2.5 | ... | ... | ... |
| Storage compartment(s) | 6.5 | 12.5 | 19.5 | 11 | 15.7 | 20 |
| INTERIOR EQUIPMENT | | | | | | |
| Partitions (No.) | 2 | 2 | 4 | ... | ... | ... |
| Shelves (No.) | ... | ... | 4 | 3 | 4 | ... |
| Door or lid shelves (No.) | ... | ... | 3 | 3 | 3 | ... |
| Baskets (No.) | 2 | 3 | 3 | 1 | ... | ... |
| Light | Yes | Yes | Yes | ... | ... | Yes |
| Non-refrigerated storage | ... | ... | ... | ... | ... | Yes |
| INSULATION | | | | | | |
| Kind | Glass Fiber | | | | | |
| Thickness (In Inches) | | | | | | |
| Top | 3 | 3 | 3 | 3 | 3 | 4 |
| Sides | 4 | 4 | 4 | 3 | 3 | 4 |
| Bottom | 4 | 4 | 4 | 3 | 4 | 4 |
| Door (upright models) | ... | ... | 2 | 3 | 3 | 5 |
| LIDS OR DOORS | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 2 | 1 | 1 | 1 |
| Provision for locking? | Yes | Yes | Yes | No | No | Yes |
| WEIGHT (Lbs.) | | | | | | |
| Net | 282 | 360 | 484 | 310 | 350 | 400 |
| Shipping | 342 | 470 | 604 | 345 | 390 | 450 |
| PRICE, suggested retail | \$359.50 | \$479.50 | \$659.50 | \$429.50 | \$529.50 | \$689.50 |
| REFRIGERATION EQUIPMENT | | | | | | |
| Cooling method: | Wrap around | All other models | Forced convection | Models HF-223, VF-153, and VF-223 | | |
| HF-153, 26.83; HF-223, 35.86; VF-113, 11.1; VF-153, 16.5; and VF-223, 16 | | | | | | |
| Compressor: | Tecumseh | | | | | |
| Make | Tecumseh | | | | | |
| Sealed | Yes | | | | | |
| Location in cabinet | VF-113 and VF-153, bottom back; VF-223, bottom right; all others, bottom left | | | | | |
| Refrigerant | HF-93, "Freon-12"; all others, "Freon-22" | | | | | |
| Make of control | Ranco | | | | | |
| Accessible for user adjustment | Yes | | | | | |
| Location | HF-93, HF-153, and HF-223, lower front grill of unit; all others, front unit compartment | | | | | |
| Condenser: Type | | | | | | |
| Finned | HF-223, VF-153, and VF-223 | | | | | |

PeeKay...
the Plastic-Kote
"Sprelf" says:

A little spray goes a l-o-n-g way!
PLASTI-KOTE SELF SPRAY FINISHES
Solve your touch-up problems!

Paint and Pressure in one container. Ideal for touch-up and re-finishing.

PLASTI-KOTE, INC.
425 Lakeside N.W. Cleveland 13, Ohio

Wesco N. H. Branch Names Consumer Products Mgr.

MANCHESTER, N. H.—Douglas E. Lenfestey has been appointed manager of consumer products for the Westinghouse Electric Supply Co. branch here, reports B. F. Moody, New England district manager.

In his new position, Lenfestey will also be responsible for consumer products sales at the Bangor and Augusta, Me., Wesco branch offices. A native of Chatham, Ont., Canada, Lenfestey has been affiliated with the supply company since 1934. He formerly served as New England district consumer products sales promotion manager.

The Westinghouse Electric Supply Co. is the national wholesale marketing outlet for the Westinghouse Electric Corporation and other manufacturers of home appliances.

Like Goldilock's porridge—refrigeration temperatures must be neither too warm nor too cool. Your customers expect just right results, and they'll get them with Ranco. Controls by Ranco serve in more than 50,000,000 installations throughout the world—positive proof that Ranco is preferred... Choose dependable Ranco controls yourself—available for over 4,000 replacement installations.



Ranco Inc.
COLUMBUS 1, OHIO

WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

General

General Refrigerators Corp.,
2011 First Ave., New York, N. Y.

| | |
|-------------------------------|---------|
| Model No. | UF-21 |
| Chest or upright type | Upright |
| DIMENSIONS (In Inches) | |
| Interior: Height | 49 |
| Width | 32 |
| Depth | 20 |
| Exterior: Height | 72 |
| Width | 40 |
| Depth | 29½ |

CAPACITY (In Cu. Ft.)

Total 21.0

Storage compartment(s) 5.0

INTERIOR EQUIPMENT

Shelves (No.) 4

INSULATION

Kind... Corkboard and rigid Fiberglas

Thickness: Sides 4

LIDS OR DOORS

Outer doors or lids (No.) 1

Provisions for locking? Yes

WEIGHT (Lbs.)

Shipping 500

PRICE, suggested retail \$698.00

REFRIGERATION EQUIPMENT

Cooling method:

Wrap around Yes

Compressor:

Make Tecumseh

Sealed Yes

Location in cabinet Bottom

Refrigerant "Freon-22"

Make of control Ranco

Accessible for user adjustment No

Location In mach. com't.

Condenser: Type

Finned Yes

Forced convection Yes

Anti-sweat provisions around freezer opening Yes

Wrap around All other models

Forced convection Models HF-223, VF-153, and VF-223

Warning device:

Light On model VF-223

Anti-sweat provisions around freezer opening Yes

CONSTRUCTION AND FINISH OF Cabinet

Cabinet Steel, Bonderized, baked enamel

Interior liner Steel, Bonderized, baked enamel

Refrigerated shelves or plates Wire over coil, baked enamel; anodized embossed aluminum

PROTECTION PLAN

Warranty One-year on entire freezer, additional four years on refrigerating unit

Food insurance \$250 food spoilage warranty

SPECIAL FEATURES

Prices include Servel "Built-In Food Plan" which provides a 25% discount on up to \$200 worth of food, depending on size of freezer.

Joint Industry Action Kills III. TV Licensing Proposal

SPRINGFIELD, Ill.—The proposal presented to the Illinois state legislature on behalf of the Chicago City Council that the cities be empowered to license television servicemen was killed in committee by a vote of 8 to 2 after Howard Wolfson of Mercury Radio Service, Chicago, presented testimony about the hardship such legislation could cause the smaller service firms.

At earlier hearings, C. T. Ausdall of the Rockford, Ill. Chamber of Commerce and secretary of the Rockford Appliance Dealers Association, testified in opposition to the proposal on behalf of the National Appliance & Radio-TV Dealers Association. L. B. Calamaras, executive vice president of the National Electronic Distributors Association, opposed the bill on behalf of that organization.

Others who had worked to prevent the passage of the measure include the Radio-Television Manufacturers Association and many manufacturers and Illinois distributors of television sets.

Oven Cookery New Way To Prepare Frozen Foods

NEW YORK CITY—A departure from the boiling method of preparing frozen foods, particularly vegetables, has been brought out in a bulletin prepared by Dr. Faith Fenton, professor of home economics at Cornell university.

Oven cookery is a relatively new way of preparing frozen vegetables. Dr. Fenton has discovered, indicating that it is particularly convenient if the oven is being used at the same time to prepare other foods.

Another comparatively new way, and rated "very satisfactory" by Dr. Fenton, is pan-frying. Such vegetables as cut corn, asparagus spears or cuts, and mushrooms are especially adaptable to being partly thawed, put into a heavy skillet with one or two tablespoons of melted fat, and cooked over moderate heat.

In reviewing the steam-boil method suggested on most package labels, Dr. Fenton suggests that minimum amounts of water be used to retain flavor and nutritive value.

Westinghouse Guide to PLUS PROFITS

S. W. Christine

LET'S GO SALE-ING

HERE'S A STEP-BY-STEP SCHEDULE TO LOG YOUR COURSE!

STEP 1: *Get a copy of the Westinghouse Waterfront Sales Planner.*

STEP 2: *Install a Westinghouse Compartment Water Cooler.*

STEP 3: *Install a Westinghouse Water Cooler.*

STEP 4: *Install a Westinghouse Water Cooler.*

STEP 5: *Install a Westinghouse Water Cooler.*

STEP 6: *Install a Westinghouse Water Cooler.*

STEP 7: *Install a Westinghouse Water Cooler.*

STEP 8: *Install a Westinghouse Water Cooler.*

STEP 9: *Install a Westinghouse Water Cooler.*

STEP 10: *Install a Westinghouse Water Cooler.*

STEP 11: *Install a Westinghouse Water Cooler.*

STEP 12: *Install a Westinghouse Water Cooler.*

STEP 13: *Install a Westinghouse Water Cooler.*

STEP 14: *Install a Westinghouse Water Cooler.*

STEP 15: *Install a Westinghouse Water Cooler.*

STEP 16: *Install a Westinghouse Water Cooler.*

STEP 17: *Install a Westinghouse Water Cooler.*

STEP 18: *Install a Westinghouse Water Cooler.*

STEP 19: *Install a Westinghouse Water Cooler.*

STEP 20: *Install a Westinghouse Water Cooler.*

STEP 21: *Install a Westinghouse Water Cooler.*

STEP 22: *Install a Westinghouse Water Cooler.*

STEP 23: *Install a Westinghouse Water Cooler.*

STEP 24: *Install a Westinghouse Water Cooler.*

STEP 25: *Install a Westinghouse Water Cooler.*

STEP 26: *Install a Westinghouse Water Cooler.*

STEP 27: *Install a Westinghouse Water Cooler.*

STEP 28: *Install a Westinghouse Water Cooler.*

STEP 29: *Install a Westinghouse Water Cooler.*

STEP 30: *Install a Westinghouse Water Cooler.*

STEP 31: *Install a Westinghouse Water Cooler.*

STEP 32: *Install a Westinghouse Water Cooler.*

STEP 33: *Install a Westinghouse Water Cooler.*

STEP 34: *Install a Westinghouse Water Cooler.*

STEP 35: *Install a Westinghouse Water Cooler.*

STEP 36: *Install a Westinghouse Water Cooler.*

STEP 37: *Install a Westinghouse Water Cooler.*

STEP 38: *Install a Westinghouse Water Cooler.*

STEP 39: *Install a Westinghouse Water Cooler.*

STEP 40: *Install a Westinghouse Water Cooler.*

STEP 41: *Install a Westinghouse Water Cooler.*

STEP 42: *Install a Westinghouse Water Cooler.*

STEP 43: *Install a Westinghouse Water Cooler.*

STEP 44: *Install a Westinghouse Water Cooler.*

STEP 45: *Install*

Free Furniture Market Busses Will Travel Between Hotels and Exhibition Buildings

CHICAGO—The Merchandise Mart will provide free bus service for buyers at the International Home Furnishings Market in The Mart.

The buyer bus service will operate during the first five days of the June Market, from June 22 through June 26.

Banner-decked busses marked "Merchandise Mart Buyers' Courtesy Bus" will run from the Loop hotels to The Mart in the mornings from until 10 o'clock at 10-minute intervals. The busses will travel from The Mart back to various hotels in the Loop at 10-minute intervals during the afternoons from 4 until 6 o'clock.

In addition, The Merchandise Mart will provide a special courtesy bus to operate daily between The Mart and the American Furniture Mart every 20 minutes from 10 a.m. until 4 p.m.

The morning bus route will begin at Congress St. and Michigan Ave.,

and run south on Michigan Ave. to 7th St.; west on 7th St. to Wabash Ave.; north on Wabash Ave. to Adams St.; west on Adams St. to Clark St.; north on Clark St. to Wacker Drive, and west on Wacker Drive to Wells St. and The Merchandise Mart.

The route provides transportation for buyers headquartered at the following hotels: Congress, Conrad Hilton, Blackstone, Palmer House, Morrison, Chicagoan, and the Sherman. Buyers staying at other hotels in the Loop area may board the courtesy busses at the nearest hotel covered by the morning route.

The afternoon bus route will begin at The Merchandise Mart Plaza and run west to Orleans St.; south on Orleans St. to Franklin St.; south on Franklin St. to Washington St.; east on Washington St. to State St.; south on State St. to Congress St., and east on Congress to Michigan.

Coolerator

The Coolerator Co., 128 W. First St., Duluth, Minn.

| Model No. | UFB-125 | UFB-183 | UFB-252 | UFB-322 | FB-200 | FB-141 | FB-105 |
|---|--|----------|--------------|----------|----------|-----------|-------------------------|
| Chest or upright type | Upright | Upright | Upright | Upright | Chest | Chest | Chest |
| Separate freezing section? | Yes | Yes | Yes | Yes | Yes | Yes | No |
| DIMENSIONS (In Inches) | | | | | | | |
| Interior: Height | 53 1/2 | 50 1/2 | 50 1/2 | 50 1/2 | 30% | 31 1/2 | 20% |
| Width | 24 1/2 | 32 1/2 | 45 | 57 1/2 | 64% | 46% | 46 1/2 |
| Depth | 16 1/2 | 19 1/2 | 19 1/2 | 19 1/2 | 19% | 19% | 19% |
| Exterior: Height | 62 1/2 | 72 1/2 | 72 1/2 | 72 1/2 | 40% | 40% | 40% |
| Width | 31 1/2 | 41 | 53 1/2 | 65% | 73% | 54% | 54% |
| Depth | 29 1/2 | 28 1/2 | 28 1/2 | 28 1/2 | 28 | 28 | 28 |
| CAPACITY (In Cu. Ft.) | | | | | | | |
| Total | 12.75 | 18.5 | 25.17 | 32.2 | 20 | 14.1 | 10.5 |
| Freezing compartment(s) | 7.75 | 12.8 | 17.75 | 22.75 | 3.34 | 3.27 | ... |
| Storage compartment(s) | 5 | 5.5 | 7.4 | 9.6 | 16.66 | 10.83 | 10.5 |
| INTERIOR EQUIPMENT | | | | | | | |
| Partitions (No.) | ... | ... | ... | ... | 1 | 1 | ... |
| Shelves (No.) | 5 | 3 | 3 | 3 | ... | ... | ... |
| Door or lid shelves (No.) | 3 | 2 | 2 | 4 | ... | ... | ... |
| Baskets (No.) | ... | ... | ... | ... | 4 | 3 | 3 |
| Special racks or service trays (No.) | ... | ... | ... | ... | 1 | 1 | ... |
| Light | No | Yes | Yes | Yes | Yes | Yes | Yes |
| INSULATION | | | | | | | |
| Kind | | | Glass Fleece | | | | Jet-Packed Cell-U-Fiber |
| Thickness: (In Inches) | | | | | | | |
| Top | 3 | 4 | 4 | 4 | 3 | 3 1/2 | 3 1/2 |
| Sides | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| Bottom | 4 | 4 | 4 | 4 | 4 1/2 | 4 & 3 1/2 | 4 |
| Door (upright models) | 3 | 4 1/2 | 4 1/2 | 4 1/2 | ... | ... | ... |
| LIDS OR DOORS | | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Provision for locking? | No | Yes | Yes | Yes | Yes | Yes | Yes |
| WEIGHT (Lbs.) | | | | | | | |
| Net | 300 | 460 | 535 | 655 | 565 | 435 | 378 |
| Shipping | 360 | 575 | 665 | 815 | 600 | 465 | 408 |
| PRICE, suggested retail | \$599.95 | \$699.95 | \$899.95 | \$899.95 | \$599.95 | \$459.95 | \$399.95 |
| REFRIGERATION EQUIPMENT | | | | | | | |
| Cooling method: | | | | | | | |
| Wrap around | Models FB-200, FB-141, and FB-105 | | | | | | |
| Other models have wrap around on bottom and cold plate. | | | | | | | |
| Compressor: | | | | | | | |
| Make | Tecumseh | | | | | | |
| Sealed | Yes | | | | | | |
| Open (hp. rating) | UFB-125, 1/4; UFB-183, 1/4; UFB-252, 1/4; UFB-322, 1/4; FB-200, 1/4; FB-141, 1/4; FB-105, 1/4 | | | | | | |
| Location in cabinet | UFB-322, right bottom; FB-200 and FB-141, left bottom; FB-105, bottom center; all other models, bottom | | | | | | |
| Refrigerant | Models UFB-125 and FB-105, "Freon-12"; all other models, "Freon-22" | | | | | | |
| CONDENSER: Type | | | | | | | |
| Stack | Model UFB-125 | | | | | | |
| Finned | All other models | | | | | | |
| Forced convection | Yes | | | | | | |
| Anti-sweat provisions around freezer opening | Yes | | | | | | |
| CONSTRUCTION AND FINISH OF CABINET | | | | | | | |
| Cabinet | Welded steel synthetic enamel | | | | | | |
| PROTECTION PLAN | | | | | | | |
| Warranty | 5 years | | | | | | |
| Food insurance | Included in list price | | | | | | |
| SPECIAL FEATURES | | | | | | | |
| All uprights have door racks; UFB-125 has one adjustable shelf and pull out drawer. | | | | | | | |
| Chest models have finger-lift lid collapsible 4-section dividers. | | | | | | | |

Deepfreeze

Deepfreeze Appliance Div., 2301 Davis St., North Chicago, Ill.

| Model No. | C-75 | B-75 | C-135 | B-135 | C-175 | C-235 | CU-115 | CU-195 |
|--------------------------------|---|----------|----------|----------|----------|----------|-----------|----------|
| Chest or upright type | Chest | Chest | Chest | Chest | Chest | Chest | Upright | Upright |
| DIMENSIONS (In Inches) | | | | | | | | |
| EXTERIOR: Height | | | | | | | | |
| Exterior: Height | 37 1/2 | 37 1/2 | 37 1/2 | 37 1/2 | 37 1/2 | 37 1/2 | 61 | 72 |
| Width | 38 | 38 | 55 1/2 | 55 1/2 | 76% | 94 | ... | ... |
| Depth | 30 1/2 | 30 1/2 | 30 1/2 | 30 1/2 | 30 1/2 | 30 1/2 | 29 1/2 | 32 1/2 |
| CAPACITY (In Cu. Ft.) | | | | | | | | |
| Total | 7.22 | 7.22 | 12.84 | 12.84 | 16.89 | 22.55 | 12 | 18.6 |
| INTERIOR EQUIPMENT | | | | | | | | |
| Partitions (No.) | 2 | 2 | 2 | 2 | 4 | 4 | ... | ... |
| Shelves (No.) | ... | ... | ... | ... | ... | ... | 4 | 4 |
| Door shelves (No.) | ... | ... | ... | ... | ... | ... | 3 | ... |
| Baskets (No.) | 2 | ... | 2 | ... | 2 | 2 | 1 | 2 |
| Light | Yes | Yes | Yes | Yes | Yes | Yes | ... | ... |
| INSULATION | | | | | | | | |
| Kind | | | | | | | Fiberglas | |
| Thickness: (In Inches) | | | | | | | | |
| Sides | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% |
| Bottom | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% |
| LIDS OR DOORS | | | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | 2 | 2 | ... | ... |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| WEIGHT (Lbs.) | | | | | | | | |
| Shipping | 290 | 290 | 400 | 400 | 560 | 725 | 335 | 490 |
| PRICE, suggested retail | \$299.95 | \$279.95 | \$469.95 | \$419.95 | \$549.95 | \$649.95 | \$429.95 | \$619.95 |
| REFRIGERATION EQUIPMENT | | | | | | | | |
| Cooling method | "Freon-12" and "Freon-22" | | | | | | | |
| Compressor | | | | | | | | |
| Make | Ranco, Cutler-Hammer | | | | | | | |
| Sealed | Yes | | | | | | | |
| Open (hp. rating) | C-75, 1/4; C-135, 1/4; C-135, 1/4; C-175, 1/4; C-235, 1/4; CU-115, 1/4; CU-195, 1/4 | | | | | | | |
| Location | | | | | | | | |

Home Freezer Specifications

Westinghouse

Westinghouse Electric Corp., Mansfield, Ohio

| | UFE-85 Upright Yes | UFE-120 Upright Yes | UFE-180 Upright No |
|--------------------------------------|-----------------------------------|---------------------------|--------------------------|
| Model No. | UFE-85 | UFE-120 | UFE-180 |
| Chest or upright type | Upright | Upright | |
| Separate freezing section? | Yes | Yes | No |
| DIMENSIONS (In Inches) | | | |
| Interior: Height | 41 1/2 | 49 1/2 | 46 1/2 |
| Width | 21 1/2 | 25 1/2 | 29 |
| Depth | 17 1/2 | 17 1/2 | 23 1/2 |
| Exterior: Height | 57 1/2 | 65 1/2 | 67 1/2 |
| Width | 28 | 32 | 36 |
| Depth | 29 1/2 | 29 1/2 | 31 |
| CAPACITY (In Cu. Ft.) | | | |
| Total | 8.5 | 12.0 | 18.0 |
| Freezing compartment(s) | 1.8 | 2.6 | — |
| Storage compartment(s) | 6.7 | 9.4 | 18.0 |
| INTERIOR EQUIPMENT | | | |
| Shelves (No.) | 4 | 4 | 4 |
| Special racks or service trays (No.) | 1 | 1 | 1 |
| Drawers (No.) | 1 | 1 | — |
| INSULATION | | | |
| Kind | Fiberglas PF450—3 1/4 lb. density | | |
| Thickness: (In Inches) | | | |
| Top | 4 1/2 | 4 1/2 | 3 1/2 |
| Sides | 3 1/2 | 3 1/2 | 3 1/2 |
| Bottom | 3 1/2 | 3 1/2 | 3 1/2 |
| Door (upright models) | 3 | 3 | 2 1/2 |
| LIDS OR DOORS | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 |
| Inner doors (No.) | 3 | 4 | 8 |
| Provision for locking? | Yes | Yes | Yes |
| WEIGHT (Lbs.) | | | |
| Net | 299 | 363 | 445 |
| Shipping | 350 | 402 | 520 |
| PRICE, suggested retail | \$369.95 | \$459.95 | \$599.95 |

REFRIGERATION EQUIPMENT

Cooling method:

Wrap around Yes

Other Quick freeze evaporator shelf on model UFE-85 Total sq. ft. of refrigerated surface exposed to food compartment Model UFE-85, 9.4; UFE-120, 12.9; UFE-180, 33.5

Compressor:

Make Westinghouse

Sealed Yes

Location in cabinet Base

Refrigerant "Freon-12"

Make of control UFE-180, Cutler-Hammer; others models, Westinghouse

Accessible for user adjustment Yes

Location UFE-180, top of lower front panel; other models, top breaker strip

Condenser: Type

Finned Model UFE-180

Stack Models UFE-85 and UFE-120

Forced convection Yes

Warning device:

Light Yes

Anti-sweat provisions around freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet Baked on enamel finish

Interior liner Model UFE-180, baked on enamel finish; other models, porcelain enamel

Refrigerated shelves or plates Models UFE-85 and

UFE-120, plate

PROTECTION PLAN

Warranty 1 year on cabinet—5 years on sealed unit

SPECIAL FEATURES

Permanent inventory control on door exterior. Door shelf on UFE-85 and UFE-120.

Wizard (Western Auto)

Western Auto Supply Co., 2107 Grand Ave., Kansas City, Mo.

| Model No. | 2J1309 | 2J1315 | 2J1322 | 2J1311 |
|----------------------------|--------|--------|--------|---------|
| Chest or upright type | Chest | Chest | Chest | Upright |
| Separate freezing section? | Yes | Yes | Yes | No |

DIMENSIONS (In Inches)

| | | | | |
|------------------|--------|--------|--------|--------|
| Interior: Height | 26 1/2 | 26 1/2 | 26 1/2 | 48 |
| Width | 36 1/2 | 56 | 81 | 22 1/2 |
| Depth | 19 1/2 | 19 1/2 | 19 1/2 | 20 1/2 |
| Exterior: Height | 36 | 36 | 36 | 59 1/2 |
| Width | 44 1/2 | 64 | 89 | 30 1/2 |
| Depth | 27 1/2 | 27 1/2 | 27 1/2 | 28 1/2 |

CAPACITY (In Cu. Ft.)

| | | | | |
|-------------------------|-------|--------|--------|----|
| Total | 9 | 15 | 22 | 11 |
| Freezing compartment(s) | 2 1/2 | 2 1/2 | 2 1/2 | — |
| Storage compartment(s) | 6 1/2 | 12 1/2 | 19 1/2 | 11 |

INTERIOR EQUIPMENT

| | | | | |
|---------------------------|-----|-----|---------|----------|
| Partitions (No.) | 1 | 2 | 3 | — |
| Shelves (No.) | — | — | — | 4 |
| Door or lid shelves (No.) | — | — | — | 3 |
| Baskets (No.) | 1 | 2 | 3 | — |
| Drawers (No.) | — | — | — | 1 (wire) |
| Light | Yes | Yes | Yes (2) | Yes |

INSULATION

| | | | | |
|------|------------|------------|------------|---------------|
| Kind | fiberglass | fiberglass | fiberglass | fiberglass |
| | & | | | aluminum foil |

Thickness (In Inches)

| | | | | |
|-----------------------|-------|-------|-------|---|
| Top | 3 | 3 | 3 | 3 |
| Sides | 3 1/2 | 3 1/2 | 3 1/2 | 3 |
| Bottom | 4 | 4 | 4 | 3 |
| Door (upright models) | — | — | — | 3 |

LIDS OR DOORS

| | | | | |
|---------------------------|-----|-----|---------|----|
| Outer doors or lids (No.) | 1 | 1 | 2 | 1 |
| Provision for locking? | Yes | Yes | Yes (2) | No |

WEIGHT (Lbs.)

| | | | | |
|----------|-----|-----|-----|-----|
| Net | 282 | 360 | 484 | 252 |
| Shipping | 342 | 470 | 604 | 320 |

PRICE, suggested retail

| | | | |
|----------|----------|----------|----------|
| \$299.95 | \$399.95 | \$499.95 | \$349.95 |
|----------|----------|----------|----------|

REFRIGERATION EQUIPMENT

Cooling method:

Wrap around Models 2J1309, 2J1315, and 2J1322

Model 2J1311, refrigerated shelves

Total sq. ft. of refrigerated surface exposed to food compartment Model 2J1309, 20.28; 2J1315, 27.64; 2J1322, 36.92; 2J1311, 15.16

Compressor:

Make Tecumseh (Wizard Thrift Temp)

Sealed Yes

Location in cabinet Model 2J1311, bottom rear. Other models,

lower left hand rear

Refrigerant Models 2J1309 and 2J1311, "Freon-12"

Models 2J1315 and 2J1322, "Freon-22"

Make of control Ranco

Accessible for user adjustment Yes

Location Model 2J1311, bottom rear. Other models, face of machine—lower left

Condenser: Type

Finned Model 2J1322

Wrap around All other models

PROTECTION PLAN

Warranty 1-yr. all parts and 5 yrs. on system not including relay or overload

Food insurance 2J1309, \$200; 2J1315, \$300; 2J1322, \$400; 2J1311, \$200

SPECIAL FEATURES

Colored breakers in all. Colored inner door panel on upright. Wrap around condenser on 9 and 15 give "sweat proof construction." Heater wires used on 22 and 11 to make "sweat proof."

Feco (Fowler Equipment Co.)

Fowler Equipment Co., 626 N. Highland Ave

Quickfreeze (Victor)

Victor Products Corp., Hagerstown, Md.

| Model No. | VQ-8 | VQ-10 | VQ-14 | VQ-19 | VQ-21.5 | VQ-30 | VUQ-18 | VUQ-18A |
|---|---|------------------|--------------|--------------|--------------|--------------|---------------|---------------|
| Chest or upright type | Chest No | Chest Yes | Chest Yes | Chest Yes | Chest Yes | Chest Yes | Upright No | Upright No |
| DIMENSIONS (In Inches) | | | | | | | | |
| Interior: Height | 20 1/2 | 31 1/2 | 19 1/2 | 31 1/2 | 30 1/2 | 29 | 47 1/2 | 47 1/2 |
| Width | 32 1/2 | 32 1/2 | 58 | 58 | 58 | 85 1/2 | 29 | 29 |
| Depth | 21 | 21 | 21 | 21 | 21 | 21 | 23 1/2 | 23 1/2 |
| Exterior: Height | 39 1/2 | 39 1/2 | 39 1/2 | 39 1/2 | 39 1/2 | 38 | 67 1/2 | 67 1/2 |
| Width | 39 1/2 | 39 1/2 | 65 | 65 | 83 | 113 1/2 | 36 1/2 | 36 1/2 |
| Depth | 28 | 28 | 28 | 28 | 28 | 29 | 33 | 33 |
| CAPACITY (In Cu. Ft.) | | | | | | | | |
| Total | ... | ... | ... | ... | ... | 17.4 | 19 | |
| Freezer compartment(s) | ... | 3.8 | 3.44 | 4.58 | 5.2 | 6 | 4.5 | 4.6 |
| Storage compartment(s) | 8.15 | 6.2 | 10.6 | 14.42 | 16.3 | 24.8 | 13.1 | 14.4 |
| INTERIOR EQUIPMENT | | | | | | | | |
| Partitions (No.) | 2 | 2 | 4 | 3 | 4 | 5 | ... | ... |
| Shelves (No.) | ... | ... | ... | ... | ... | 3 | 3 | |
| Door or lid shelves (No.) | ... | ... | ... | ... | ... | 3 | ... | |
| Baskets (No.) | 2 | 2 | 4 | 4 | 4 | 1 | ... | ... |
| Light | Yes | Yes | Yes | Yes | Yes | Yes | ... | ... |
| INSULATION | | | | | | | | |
| Kind | — | Fiberglas PF511 | — | — | — | — | — | — |
| Thickness: (In Inches) | — | — | — | — | — | — | — | — |
| Top | 2 1/2 | 2 1/2 | 2 1/2 | 2 1/2 | 2 1/2 | 2 | 3 1/2 | 3 1/2 |
| Sides | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 4 | 3 1/2 | 3 1/2 |
| Bottom | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 4 | 3 1/2 | 3 1/2 |
| Door (upright models) | — | — | — | — | — | 3 | 3 | 3 |
| LIDS OR DOORS | | | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| Inner doors (No.) | ... | ... | ... | ... | ... | 4 | ... | ... |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| WEIGHT (Lbs.) | | | | | | | | |
| Net | 263 | 295 | 400 | 440 | 480 | 631 | 447 | 447 |
| Shipping | 318 | 350 | 460 | 500 | 570 | 751 | 510 | 510 |
| PRICE, suggested retail | \$346.50 | \$396.80 | \$469.00 | \$579.50 | \$612.75 | \$816.75 | ... | ... |
| REFRIGERATION EQUIPMENT | | | | | | | | |
| Cooling method: | Wrap around | All chest models | | | | | | |
| | Wrap around | All chest models | | | | | | |
| Other | Refrigerated shelves top and bottom on upright models | | | | | | | |
| Total sq. ft. of refrigerated surface exposed to food compartment | VQ-8, 15.3; VQ-10, 21.5; VQ-14, 23.7; VQ19, 33.6; VQ-215, 35.5; VQ-30, 45.3 | | | | | | | |
| Compressor: | Victor | | | | | | | |
| Make | Victor | | | | | | | |
| Sealed | Yes | | | | | | | |
| Location in cabinet | Chest models, left hand bottom corner; upright models, bottom | | | | | | | |
| Refrigerant | "Freon-12" and "Freon-22" | | | | | | | |
| Make of control | Ranco | | | | | | | |
| Accessories for user adjustment | Yes | | | | | | | |
| Location | Chest models, left hand end (mach. com't); upright models, lower mach. com't | | | | | | | |
| Condenser: Type | Finned | Yes | | | | | | |
| | Forced convection | Yes | | | | | | |
| Warning device | Light | | | | | | | |
| Anti-sweat provisions around freezer opening | On upright models | | | | | | | |
| CONSTRUCTION AND FINISH OF CABINET | | | | | | | | |
| Cabinet | Chest models, steel, synthetic enamel, baked 325°; uprights, Dulux | | | | | | | |
| Interior liner | Chest models, steel, synthetic enamel, baked 325°; upright, Dulux | | | | | | | |
| Evaporator | Steel | | | | | | | |
| Refrigerated shelves or plates | Dulux | | | | | | | |
| PROTECTION PLAN | | | | | | | | |
| Warranty | One year on complete assembly; 4 additional years on condensing unit | | | | | | | |
| Food insurance | One year included in list price | | | | | | | |
| SPECIAL FEATURES | | | | | | | | |
| Chest models: | Cross section control, fully sealed insulation, all models completely accessory equipped, integral latch lock, vinyl sealing gasket, all chest models equipped with ice cube maker, left-over food jars, rack, and counterbalanced lid support. | | | | | | | |
| Upright models: | Fully automatic cold control, shelf type inner door, lock type hardware, signal light. | | | | | | | |

CAN YOU USE A REPRESENTATIVE IN SOUTHERN CALIFORNIA?

I am now available as representative or agent for manufacturer supplying the refrigeration, air conditioning or heating trades. Twenty years in the wholesale end of the industry. Write Huntington Small, 1811 Whitley Ave., Hollywood 28, Calif.

WebberWebber Mfg. Co., Inc.,
2740 Madison Ave., Indianapolis, Ind.

| Model No. | 17 |
|---|---|
| Chest or upright type | Chest |
| Separate freezing section? | No |
| DIMENSIONS (In Inches) | |
| Interior: Height | |
| Width | |
| Depth | |
| Exterior: Height | |
| Width | |
| Depth | |
| CAPACITY (In Cu. Ft.) | |
| Total | 17 |
| Freezing compartments | All fast freezing |
| Storage compartments | 4 |
| INTERIOR EQUIPMENT | |
| Partitions (No.) | 3 |
| Non-Refrigerated storage (Yes or no) | Yes |
| INSULATION | |
| Kind | Fiberglass |
| Thickness: Top | 5 1/2 |
| Sides | 5 1/2 |
| Bottom | 6 |
| LIDS OR DOORS | |
| Outer doors or lids (No.) | 2 |
| Provision for locking? | Yes |
| WEIGHT (Lbs.) | |
| PRICE, suggested retail | \$575 |
| REFRIGERATION EQUIPMENT | |
| Cooling method: | Wrap around |
| | Wrap around |
| Other | Refrigerated shelves top and bottom on upright models |
| Total sq. ft. of refrigerated surface exposed to food compartment | VQ-8, 15.3; VQ-10, 21.5; VQ-14, 23.7; VQ19, 33.6; VQ-215, 35.5; VQ-30, 45.3 |
| Compressor: | Tecumseh |
| Make | Tecumseh |
| Sealed | Yes |
| Location in cabinet | Right end |
| Refrigerant | "Freon-12" |
| Make of control | Ranco |
| Is control accessible for user adjustment? | No |
| CONSTRUCTION AND FINISH OF CABINET | |
| Cabinet | Stainless steel |
| Interior liner | Copper bearing metal |
| PROTECTION PLAN | |
| Warranty | Five-year guarantee on cabinet and compressor, one year free service |
| SPECIAL FEATURES | |
| Patented Webber heat exchanger and baffle at door openings. | |

Barkow Expanding Its Plant

MILWAUKEE—To keep pace with expanding sales, Aug. G. Barkow Mfg. Co., Inc., is increasing its production facilities by adding a \$75,000 addition to the plant. The new addition measures 60 ft. by 246 ft. and will be used to enlarge the production line for Barkow's upright home freezers and year-round air conditioners.

McCray

McCray Refrigerator Co., Inc., Kendallville, Ind.

| Model No. | 8000A | 8001A |
|-------------------------------|---------------------|---------|
| Chest or upright type | Upright | Upright |
| Separate freezing section? | No | No |
| DIMENSIONS (In Inches) | | |
| Interior: Height | | |
| Width | | |
| Depth | | |
| Exterior: Height | | |
| Width | | |
| Depth | | |
| CAPACITY: (In Cu. Ft.) | | |
| Total | 20 | 32 |
| INTERIOR EQUIPMENT | | |
| Shelves (No.) | 5 | 5 |
| INSULATION | | |
| Kind | Fiberglas (PF-512H) | |
| Thickness: (In Inches) | | |
| Top | 3 1/2 | 3 1/2 |
| Sides | 3 1/2 | 3 1/2 |
| Bottom | 4 | 4 |
| Door | 3 1/2 | 3 1/2 |
| DOORS | | |

**Jordon Upright Chosen
For 'Home of Century'**

PHILADELPHIA—The Jordon upright home freezer has been selected as the freezer to be shown in the "Home of the Century" on Steel Pier

in Atlantic City next summer, Harry Fogel, vice president in charge of sales, Jordon Sales Co., announced.

Selection was made by Wm. F. B. Koelle, architect and designer of the home. An estimated 300,000 persons are expected to visit this famous model home from all parts of the world.

Did you know?

that

74%

OF ALL FREEZERS SOLD*
ARE EQUIPPED WITH

Tecumseh HERMETICS

It's true—74% of the freezers sold in 1951 (*as reported by REMA) incorporated a Tecumseh hermetic compressor! This overwhelming acceptance by the freezer industry proves the superiority of the Tecumseh hermetic.

Lower price, better performance, greater capacity and lasting dependability are but a few of the reasons why the Tecumseh hermetic is preferred for low temperature applications. Our engineers will be glad to show you how the Tecumseh hermetic can save you time and money on your application.

Dealers too, will find that these facts present powerful sales arguments to convince customers that freezers equipped with a Tecumseh unit will give long, satisfactory service and reduce operating costs to a minimum.



TECUMSEH PRODUCTS
TECUMSEH, MICH. *Company*

EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.

Home Freezer Specifications

Carrier (Private Labels)

Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.

| Model No. | 14K5 Upright No | 14K6 Upright No | 14K7 Upright No | 14K9 Upright No | 14G2 Chest Yes | 14G5 Chest Yes | 14G7 Chest Yes |
|---|---|-----------------------|-----------------------|-----------------------|----------------------|----------------------|----------------------|
| Chest or upright type | | | | | | | |
| Separate freezing section? | | | | | | | |
| DIMENSIONS (In Inches) | | | | | | | |
| Interior: Height | 51 | 54 | 51 | 50 | 30 | 30 | 30 |
| Width | 27 | 31 | 37 | 63 | 34 | 52 $\frac{1}{2}$ | 76 $\frac{1}{4}$ |
| Depth | 21 | 23 $\frac{1}{2}$ | 23 | 21 | 20 | 20 | 20 |
| Exterior: Height | 70 | 73 | 70 | 70 | 38 | 38 | 38 |
| Width | 27 | 38 | 37 | 71 | 42 | 60 $\frac{1}{2}$ | 84 $\frac{1}{4}$ |
| Depth | 28 $\frac{1}{2}$ | 30 | 30 $\frac{1}{2}$ | 28 $\frac{1}{2}$ | 28* | 28 | 28 |
| CAPACITY (In Cu. Ft.) | | | | | | | |
| Total | 16 | 22 | 24 | 35 | 9.6 | 16 | 24 |
| Freezing compartment(s) | ... | ... | ... | ... | 2.9 | 2.9 | 2.9 |
| Storage compartment(s) | ... | ... | ... | ... | 6.7 | 13.1 | 21.1 |
| INTERIOR EQUIPMENT | | | | | | | |
| Partitions (No.) | ... | ... | ... | ... | 1 | 2 | 4 |
| Shelves (No.) | 2 | 2 | 2 | 2 | ... | ... | ... |
| Door or lid shelves (No.) | 3 | 2 | 3 | 6 | ... | ... | ... |
| Baskets (No.) | ... | ... | ... | ... | 2 | 3 | 4 |
| Special racks or service trays (No.) | 2 | 2 | 2 | 2 | ... | ... | ... |
| Light | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| INSULATION | | | | | | | |
| Kind | — | Mineral Wool | — | — | Fiberglas | — | — |
| Thickness: (In Inches) | | | | | | | |
| Top | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 4 | 3 | 3 | 3 |
| Sides | 4 | 3 $\frac{1}{2}$ | 4 | 4 | 4 | 4 | 4 |
| Bottom | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 4 | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ |
| Door (upright models) | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | ... | ... | ... |
| LIDS OR DOORS | | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 2 | 1 | 1 | 2 |
| Inner doors (No.) | ... | ... | ... | ... | 1 | 1 | 2 |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| WEIGHT (Lbs.) | | | | | | | |
| Net | 340 | 380 | 425 | 600 | ... | ... | ... |
| Shipping | 410 | 460 | 510 | 710 | ... | ... | ... |
| *Less hinges and hardware. | | | | | | | |
| REFRIGERATION EQUIPMENT | | | | | | | |
| Cooling method | Chest models, wrap around; upright models, top and bottoms, sides partial, two permanent evaporator shelves | | | | | | |
| Total sq. ft. of refrigerated surface exposed to food compartment | 14K5, 27.8; 14K6, 38.2; 14K7, 39.2; 14K9, 57.8; 14G2, 23.8; 14G5, 33.6; 14G7, 46.4 | | | | | | |
| Compressor: | Tecumseh | | | | | | |
| Make | Tecumseh | | | | | | |
| Sealed | Yes | | | | | | |
| Location in cabinet | Upright models, bottom left-hand compartment; Chest models, left-hand end | | | | | | |
| Refrigerant | Model 14G2, "Freon-12"; all other models, "Freon-22" | | | | | | |
| Make of control | Ranco | | | | | | |
| Accessible for user adjustment | Yes, except 14K6 | | | | | | |
| CONSTRUCTION AND FINISH OF | | | | | | | |
| Cabinet | Baked enamel | | | | | | |
| Interior liner | Aluminum | | | | | | |
| Refrigerated plates or shelves | Aluminum | | | | | | |
| PROTECTION PLAN | | | | | | | |
| Warranty | 5 years on compressor | | | | | | |
| SPECIAL FEATURES | | | | | | | |
| Storage racks on doors | | | | | | | |

except 14K6

Location Upright models, top of bottom front panel; Chest models, left-hand front

Condenser: Type Models 14G5 and 14G7, finned; 14G2, wrap around

Natural convection Model 14G2

Forced convection All other models

Warning device Light on all but Model 14G2

Anti-sweat provision around freezer opening Models 14K7, 14K9, 14G2, and 14G7

CONSTRUCTION AND FINISH OF

Cabinet Baked enamel

Interior liner Aluminum

Refrigerated plates or shelves Aluminum

PROTECTION PLAN

Warranty 5 years on compressor

SPECIAL FEATURES

Storage racks on doors.



Plan Shows Space Needed
For Manitowoc Freezer

MANITOWOC, Wis.—Homemakers can now determine the exact space they need, and thus the best location for a Manitowoc upright freezer right in their own homes.

Floor plan patterns, cut the exact size of Manitowoc freezer floor space requirements, are now available from Manitowoc distributors.

The sales promotion piece unfolds to 29 $\frac{1}{2}$ in. by 36 in., the size of the floor space needed for both the model 14 and model 18-5 Manitowoc freezers. It is also explained that the main door can be easily removed, reducing depth to 26 $\frac{1}{2}$ in. for moving through narrow doorways.

Small space requirements mean the freezer can be placed where it's most convenient. Floor plan can help prove there's adequate space, often help sell a freezer where owners thought there wasn't enough room.

Erle Brown, sales coordinator for the company, points out that the freezer size patterns can be used as effective direct mail pieces.



DRINKMASTER

PORTABLE — REFRIGERATED
Stainless Steel HOMEBAR

PLASTIC CHARTREUSE FRONT

BLACK TOP

Mfd. by

United Frigulator Engrs.

Menominee, Mich.

Write for free 8" x 10" Photos

Johnson

Johnson Mfg. Corp., Middletown, Conn.

| Model. No. | JU-14 | JU-18 | JU-20 | JU-30 | JC-4 | JC-6 |
|-----------------------|---------|---------|---------|---------|-------|-------|
| Chest or upright type | Upright | Upright | Upright | Upright | Chest | Chest |

DIMENSIONS (In Inches)

| | | | | | | |
|------------------|----|----|----|----|----|----|
| Interior: Height | 46 | 49 | 51 | 58 | 20 | 16 |
| Width | 28 | 32 | 32 | 49 | 22 | 32 |
| Depth | 18 | 20 | 20 | 20 | 18 | 21 |

EXTERIOR: Height

68 70 70 72 35 35

WIDTH

36 40 40 66 30 38

DEPTH

25 27 27 28 24 27

CAPACITY (In Cu. Ft.)

Total 14 18 20 30 4 6

INTERIOR EQUIPMENT

Partitions (No.)

Shelves (No.)

Baskets (No.)

Light

Non-refrigerated storage

If requested

Ice Cube Trays (No.)

INSULATION

Kind High density Fiberglas and cork

Thickness:

Top 4

Air Conditioning

AT ITS BEST!



DOLE
"ICE-CELS"
Recently Installed In
CENTRAL
PRESBYTERIAN
CHURCH
JACKSON, MISSISSIPPI

APPLICATION: Two DOLE **Ice-Cel** Units, with a combined capacity of 192 ton hours of refrigeration, are hooked up with one 15 H.P. compressor.

LOAD: 75 tons an hour for two hours, or 150 ton hours—40 ton hours in excess of requirements, which can be utilized with compressor input for special occasions.

DOLE Ice-Cel Units are available for low cost installation in churches, halls, mortuaries, offices, retail stores, and cafeterias.

WRITE FOR CATALOG B

DOLE REFRIGERATING COMPANY

5920 N. Pulaski Road, Chicago 30, Ill.
103 Park Ave., New York 17

In Canada: Dole Refrigerating Products, Ltd.
44 Elgin Street, Brantford, Ontario

Maximum Refrigeration Efficiency
DOLE
MANUFACTurers OF
THE CEL LINE

Home Freezer Specifications

Harderfreez (Tyler Fixture)

Tyler Fixture Corp., Niles, Mich.

Model No. HU15-G HU20-G HU25-G HU35-G HC15-G HC20-G
Chest or upright type ... Upright Upright Upright Upright Chest Chest

DIMENSIONS (In Inches)

| | | | | | | |
|------------------|--------|--------|--------|--------|--------|--------|
| Interior: Height | 47 1/2 | 47 1/2 | 47 1/2 | 49 1/2 | 24 1/4 | 24 1/4 |
| Width | 28 | 37 1/2 | 47 | 57 | 58 | 72 |
| Depth | 20 | 20 | 20 | 22 | 22 | 22 |
| Exterior: Height | 69 | 69 | 69 | 71 | 34 | 34 |
| Width | 34 | 43 1/2 | 53 | 63 | 64 | 80 |
| Depth | 31 1/2 | 31 1/2 | 31 1/2 | 31 1/2 | 31 1/2 | 31 1/2 |

CAPACITY (In Cu. Ft.)

| | | | | | | |
|-------|-------|-------|------|-------|------|------|
| Total | 15.14 | 20.47 | 25.4 | 35.38 | 15.4 | 20.4 |
|-------|-------|-------|------|-------|------|------|

INTERIOR EQUIPMENT

| | | | | | |
|--------------------------------------|-----|-----|-----|-----|-----|
| Partitions (No.) | ... | ... | ... | 2 | 2 |
| Shelves (No.) | 3 | 3 | 3 | 4 | ... |
| Door or lid shelves (No.) | 2 | 2 | 2 | 2 | ... |
| Baskets (No.) | ... | ... | ... | 2 | 2 |
| Special racks or service trays (No.) | 1 | 1 | 1 | 1 | 1 |
| Drawers (No.) | 1 | 1 | 1 | 1 | 1 |
| Light | No | No | No | Yes | Yes |

INSULATION

| | |
|------------------------|-------------------------|
| Kind | Super Density Fiberglas |
| Thickness: (In Inches) | |
| Top | 3 |
| Sides | 3 |
| Bottom | 4 |
| Door (upright models) | 4 |

LIDS OR DOORS

| | | | | | | |
|---------------------------|---|---|----------|---|-----|-----|
| Outer doors or lids (No.) | 1 | 1 | 2 | 2 | 1 | 1 |
| Inner doors (No.) | — | — | — | — | 2 | 2 |
| Provision for locking? | — | — | Optional | — | Yes | Yes |

WEIGHT (Lbs.)

| | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|
| Net | 485 | 555 | 645 | 760 | 500 | 580 |
|-----|-----|-----|-----|-----|-----|-----|

REFRIGERATION EQUIPMENT

Cooling method Upright models, tube coils under shelves and top liner. Chest models, exclusive center plate coil dividing storage area

Compressor:

Make Tecumseh
Sealed Yes
Hp. rating ... HC15-G and HU15-G, $\frac{1}{4}$ all others, $\frac{1}{2}$
Location in cabinet Lower rear
Refrigerant "Freon-12"
Make of control Ranco

Accessible for user adjustment Yes
Location Upright models, top of door opening; chest models, face of freezer
Condenser Type Static
Forced convection Yes
Warning device Light
Anti-sweat provisions around freezer opening On all upright models

CONSTRUCTION AND FINISH OF

Cabinet Welded steel, baked-on enamel finish
Interior liner Welded steel, baked-on enamel finish
Refrigerated shelves or plates Uprights, aluminum shelves, tube coils attached; chest type, welded steel, baked on enamel

PROTECTION PLAN

Warranty 1 year on cabinet, 5 years on unit replacement
Food insurance Optional

SPECIAL FEATURES

Uprights: Packaging pantry, chalk-up chart, jiffy juice racks, pie-tainer.
Chest type: Sno-flake storehouse, double juice racks, center plate coil.

Admiral Offers Freezer, Food at a Special Price

CHICAGO — Admiral Corp. has announced a special six-week home freezer promotion in which \$75 worth of frozen food and an 11-cu. ft. upright freezer listing for \$429.95 will be sold for a combination price of \$399.95, effecting a saving of \$105. The special price will be effective immediately and last until June 18.

In announcing the promotion, Seymour Mintz, vice president-advertising, said that no other price changes have been made, and when the promotion ends, the price of the freezer (model 11CUF) again will be \$429.95.

The upright freezer is an exact style match to three of the company's 11-cu. ft. refrigerators. It has five sharp freeze shelves and a removable wire basket for old-sized packages, a warning signal light, and stores more than 380 lbs. of frozen food.

Cooperative newspaper advertisements, window sheets, and radio announcements are being used to advertise the promotion.

Freez-Aire

Freez-Aire Corp., 650 S. San Vicente Blvd., Los Angeles 48, Calif.

| Coronation | Frost-O-Matic |
|------------|---------------|
| Classic | Deluxe |
| Upright | Upright |

| Dimensions (In Inches) | |
|------------------------|--|
|------------------------|--|

| | |
|------------------|--------|
| Exterior: Height | 69 1/2 |
| Width | 38 |
| Depth | 31 |

| Capacity (In Cu. Ft.) | |
|-----------------------|--|
|-----------------------|--|

| | |
|-------|------|
| Total | 17.8 |
|-------|------|

| Interior Equipment | |
|--------------------|--|
|--------------------|--|

| | |
|---------------|---|
| Shelves (No.) | 3 |
| Drawers (No.) | 1 |

| Insulation | |
|------------|--|
|------------|--|

| | |
|------|-------------|
| Kind | Fiber Glass |
|------|-------------|

| Thickness: (In Inches) | |
|------------------------|--|
|------------------------|--|

| | |
|-----------------------|---|
| Top | 4 |
| Sides | 4 |
| Bottom | 4 |
| Door (upright models) | 4 |

| Lids or Doors | |
|---------------|--|
|---------------|--|

| | |
|---------------------------|-----|
| Outer doors or lids (No.) | 1 |
| Provision for locking? | Yes |

| Weight (Lbs.) | |
|---------------|--|
|---------------|--|

| | |
|----------|-----|
| Net | 400 |
| Shipping | 450 |

| Price, suggested retail | |
|-------------------------|--|
|-------------------------|--|

| | |
|----------|----------|
| \$699.00 | \$639.50 |
|----------|----------|

| Refrigeration Equipment | |
|-------------------------|--|
|-------------------------|--|

| | |
|----------------|--|
| Cooling method | Frost-O-Matic forced air blower system and automatic defrost |
|----------------|--|

| Construction and Finish of Cabinet | |
|------------------------------------|--|
|------------------------------------|--|

| | |
|-------------|-------------------------------|
| Compressor: | All steel, Dulux baked enamel |
|-------------|-------------------------------|

| | |
|------|------------|
| Make | Kelvinator |
|------|------------|

| | |
|--------|-----|
| Sealed | Yes |
|--------|-----|

| | |
|------------|---------------|
| Hp. rating | $\frac{1}{2}$ |
|------------|---------------|

| | |
|---------------------|--------|
| Location in cabinet | Bottom |
|---------------------|--------|

| | |
|-------------|------------|
| Refrigerant | "Freon-22" |
|-------------|------------|

| | |
|-----------------|-------|
| Make of control | Ranco |
|-----------------|-------|

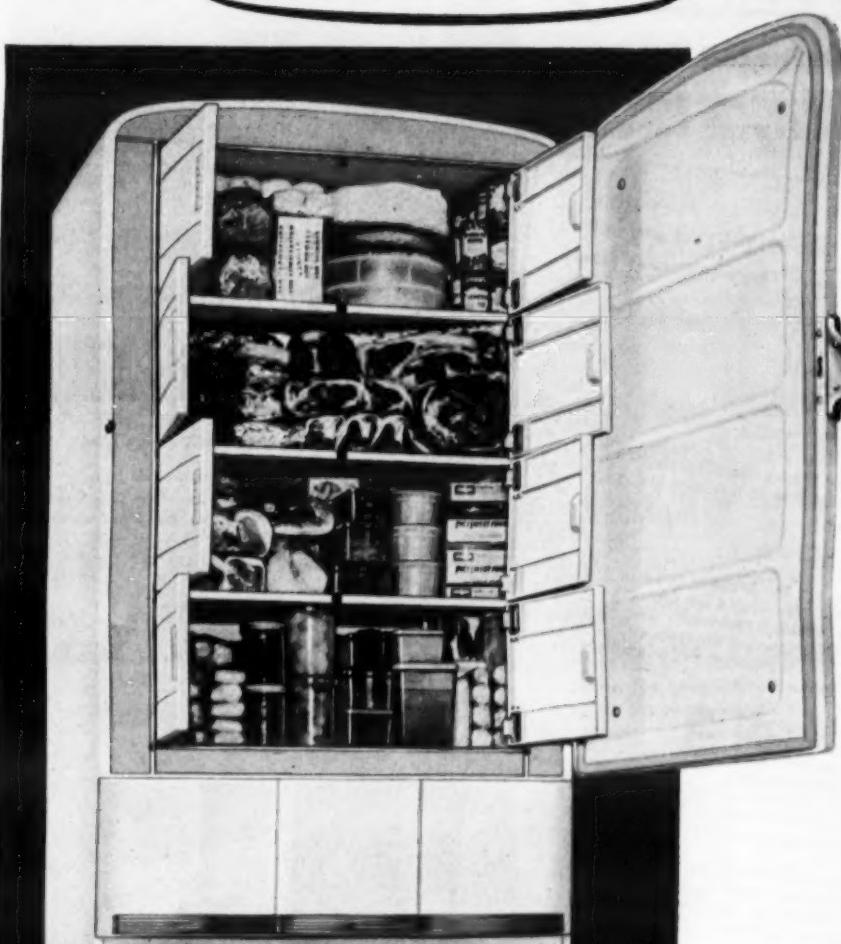
| | |
|--------------------------------|-----|
| Accessible for user adjustment | Yes |
|--------------------------------|-----|

| | |
|----------|---------------------|
| Location | Inside top interior |
|----------|---------------------|

| | |
|-----------------|--------|
| Condenser: Type | Finned |
|-----------------|--------|

| | |
|-----------------|-----|
| Condenser: Type | Yes |
|-----------------|-----|

Features that freezer buyers want most...
and **Manitowoc** has them all! now



Upright design...extra convenience
Manitowoc's full-width door eliminates hidden corners—keeps all shelf space in sight. Cold-Hold inner doors reduce condensation...make it easy to store food in pantry-neat order.

Compact...fits anywhere
Manitowoc offers up to 18 1/2 cu. ft. of storage capacity in only 2 1/2 x 3 ft. of floor space.

Big capacity for top economy
Manitowoc freezers hold up to 650 lbs. of food...room to let folks really enjoy the savings possible through quantity buying.

Kitchen-keyed styling
Manitowoc's clean, functional appearance fits kitchen, utility rooms, anywhere in the most modern homes.

Easy quick-freezing...anywhere
A flip of a handy switch pulls temperature inside entire freezer down to 20 degrees below zero.

A cinch to defrost
Frost falls freely down smooth walls to bottom shelf—can be wiped up in a jiffy without tedious "bucket bailing."

Real food protection
Manitowoc's Watching-Eye warning light is safest, surest in the industry, and food spoilage insurance is available on all models.

plus advertising help from lead to closing!

Bigest full-color advertising program of any exclusive freezer line...and complete local material to help you capitalize on it.

Compelling point-of-sale material including life-size four-color inserts for each shelf that make display freezers "live."

Better Living Brochure, in full color, provides a complete "pack

Home Freezer Specifications

Bishop

R. H. Bishop Co., 14 E. Washington St., Champaign, Ill.

| | | | |
|---------------------------|-------------|----------|--|
| Model No. | 186-D | 200-D | REFRIGERATION EQUIPMENT |
| Chest or upright type | Chest | Chest | Cooling method: Wrap around Yes Other Two cross plates |
| DIMENSIONS (In Inches) | | | Total sq. ft. of refrigerated surface exposed to food compartment...186-D, 44; 200-D, 48 |
| Interior: Height | 30 | 30 | Compressor: |
| Width | 51 | 51 | Make Tecumseh Sealed Yes |
| Depth | 21 | 22½ | Location in cabinet End |
| Exterior: Height | 37 | 37 | Refrigerant "Freon-22" |
| Width | 72 | 72 | Make of control Ranco |
| Depth | 28 | 29½ | Accessible for user adjustment? Yes |
| CAPACITY (In Cu. Ft.) | | | Location...End non-refrigerated storage compartment |
| Total | 18.6 | 19.92 | Condenser: Type Finned Yes |
| INTERIOR EQUIPMENT | | | Forced convection Yes |
| Partitions (No.) | 2 | 2 | Warning device Warning thermometer |
| Baskets (No.) | 2 | 2 | |
| Thermometer | Yes | Yes | |
| Non-refrigerated storage | Yes | Yes | |
| INSULATION | | | |
| Kind | Fiber Glass | | |
| Thickness: (In Inches) | | | |
| Top | 2½ | 2½ | |
| Sides | 3½ | 3½ | |
| Bottom | 3½ | 3½ | |
| LIDS OR DOORS | | | |
| Outer doors or lids (No.) | 1 | 1 | |
| Provision for locking? | Yes | Yes | |
| WEIGHT (Lbs.) | | | |
| Net | 330 | 335 | |
| Shipping | 400 | 407 | |
| PRICE, suggested retail | \$680.00 | \$680.00 | |

THE MASTER SERVICE MANUALS - - -

— — — and other books of the Refrigeration Library are depended upon as textbooks in trade schools from coast to coast.

BUSINESS NEWS PUBLISHING CO., DETROIT

"We wanted Proof!"

...says Mr. T. E. Louis

"The Results are Amazing!"

Read How Kelvinator Spot-Special Cabinets
" . . . Add up to sound merchandising, rapid turnover
and increased Profits" in Frozen Foods!

Louis STORES, INC. • Operating Louis Stores and Vers's Shopping Center
OFFICE: 3201 SHATTUCK AVENUE • BERKELEY 5, CALIFORNIA • TELEPHONE BERKELEY 7-4948
May 15, 1953

Mr. J. A. Warren, Jr.
Nash-Kelvinator Sales Corp.
2325 East 12th Street
Oakland, California

Dear Mr. Warren:
Several weeks ago we decided to find out if your "spot special" frozen food merchandising cabinets would give us the sales increases you claimed.

We wanted proof!

So, we installed a Kelvinator KM-6 in our San Lorenzo store -- one of 26 in the Louis Stores chain. We changed the contents of this cabinet every Monday and ran weekly "specials". The results are amazing. Here is an actual record of the frozen specials -- and the percent of increase in sales when the following items were displayed and promoted in the KM-6:

| | |
|-------------------|----------------------|
| Raviolas | Sales increased 97% |
| Waffles | Sales increased 89% |
| Chicken Pies | Sales increased 170% |
| Chicken à la King | Sales increased 142% |
| Frozen Pies | Sales increased 82% |
| Strawberries | Sales increased 243% |
| Whole Chicken | Sales increased 198% |

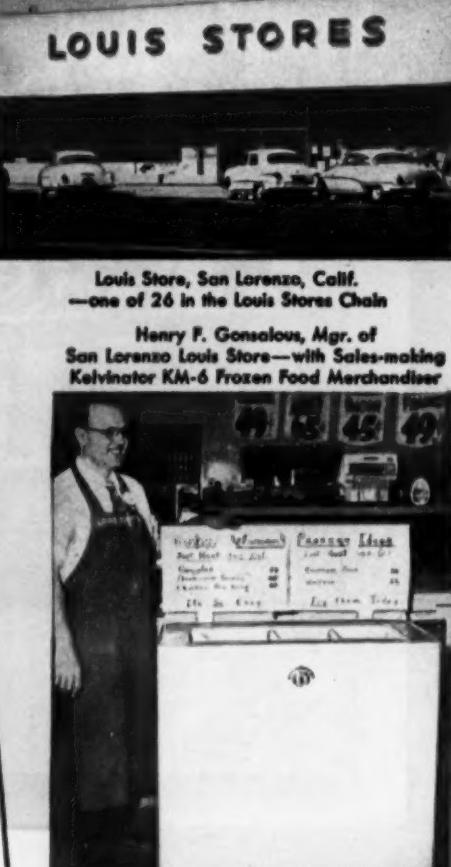
Needless to say, we are more than pleased with the results obtained -- which have convinced us that "spot special" display of frozen foods -- Kelvinator cabinets -- add up to sound merchandising, rapid turnover and increased profits.

Very truly yours,
T. E. Louis
TELE 7-4948

WAREHOUSE: 1918 PARK STREET • ALAMEDA, CALIFORNIA • TELEPHONE LAKESHORE 3-6620



Mr. T. E. Louis—Owner
Louis Stores, Inc., Berkeley 5, Calif.



LOUIS STORES



Louis Store, San Lorenzo, Calif.
—one of 26 in the Louis Stores Chain

Henry F. Goncalves, Mgr. of
San Lorenzo Louis Store—with Sales-making
Kelvinator KM-6 Frozen Food Merchandiser

You can increase your profits too, by selling Kelvinator Frozen Food Merchandisers. Every retail food store is a prospect! See them today—(8 models—from 6 to 20 cubic feet) at your nearest Distributor or Zone office... or write Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

Foster

Foster Refrigerator Corp., Hudson, New York

| Model No. | LR-18-U | LR-25-U | LR-30-U | LR-35-U |
|-----------------------|---------|---------|---------|---------|
| Chest or upright type | Upright | Upright | Upright | Upright |

DIMENSIONS (In Inches)

| | | | | |
|------------------|----|----|----|----|
| Interior: Height | 47 | 47 | 47 | 47 |
| Width | 31 | 38 | 50 | 59 |
| Depth | 21 | 21 | 21 | 21 |

| | | | | |
|------------------|-----|-----|-----|-----|
| Exterior: Height | 72 | 72 | 72 | 72 |
| Width | 39 | 46 | 58 | 67 |
| Depth | 31½ | 31½ | 31½ | 31½ |

CAPACITY (In Cu. Ft.)

| | | | | |
|-------|------|------|------|------|
| Total | 18.2 | 25.1 | 29.6 | 34.3 |
|-------|------|------|------|------|

INTERIOR EQUIPMENT

| | | | | |
|----------------------|---|---|---|--------------------|
| Shelves (No.) | 2 | 2 | 2 | 2 |
| Ice Cube Trays (No.) | | | | Available on order |

INSULATION

| Kind | Fibre Glass |
|------------------------|-------------|
| Thickness (In Inches) | |
| Top | 4 |
| Sides | 4 |
| Bottom | 4 |
| Doors (upright models) | 2½ |

LIDS OR DOORS

| | | | |
|---------------------------|---|---|---|
| Outer doors or lids (No.) | 1 | 2 | 2 |
| Inner doors (No.) | 3 | 6 | 6 |

| | | | |
|------------------------|-----|-----|-----|
| Provision for locking? | Yes | Yes | Yes |
|------------------------|-----|-----|-----|

WEIGHT (Lbs.)

| | | | | |
|----------|-----|-----|-----|-----|
| Net | 300 | 365 | 400 | 435 |
| Shipping | 530 | 560 | 600 | 650 |

REFRIGERATION EQUIPMENT

| | |
|----------------|--|
| Cooling method | Shelves are coil plates |
| | Welded all-aluminum—either white Dulux or satin-aluminum |

| | |
|--------------------------------|------------------|
| Interior liner | Natural aluminum |
| Refrigerated shelves or plates | Natural aluminum |

PROTECTION PLAN

| | |
|----------------|---------------------------------|
| Warranty | 5-year warranty on sealed unit |
| Food insurance | Not optional but added to price |

SPECIAL FEATURES

| |
|--|
| Light in weight, rust and corrosion proof. |
|--|

Orley

Orley Brothers Co., Inc., 475 Schaefer, Detroit 17, Mich.

| Model No. | EU15 | CM13 | CM16 | CM8 |
|----------------------------|---------|-------|-------|-------|
| Chest or upright type | Upright | Chest | Chest | Chest |
| Separate freezing section? | No | Yes | Yes | Yes |

DIMENSIONS (In Inches)

| | | | | |
|------------------|-----|-----|-----|----|
| Interior: Height | 42½ | 28½ | 15½ | 20 |
| Width | 27½ | 30½ | 16½ | 21 |
| Depth | 23½ | 20½ | 20½ | 28 |

| | | | | |
|------------------|-----|-----|-----|-----|
| Exterior: Height | 62 | 35½ | 36½ | 36 |
| Width | 34 | 54 | 66 | 33 |
| Depth* | 32½ | 30½ | 31¼ | 31¼ |

*Including hardware.

CAPACITY (In Cu. Ft.)

| | | | | |
| --- | --- | --- | --- | --- |
| Total | 14.35 | 13.2 | 16.1 | 7.5 |

</tbl_r

Crosley Shelvador

Crosley Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati, Ohio

| Model No. | SEF-6 | SDF-8 | CEF-9 | SEF-15 | CEF-15 | CEF-20 | UEF-13 | UEF-20 | |
|--|--|----------|----------|-----------|-----------|--------------|------------|------------|--|
| Chest or upright | No | Chest No | Chest No | Chest Yes | Chest Yes | Chest Yes | Upright No | Upright No | |
| DIMENSIONS (In Inches) | | | | | | | | | |
| Interior: Height | 25 | 24% | 24% | 19% 30% | 19% 30% | 17% 29 | 29 | 48% | |
| Width | 21% | 31% | 31% | 16 31% | 16 31% | 16 | 31% | 21% | |
| Depth | 19 | 17 | 19 | 19 19 | 19 19 | 19 | 19 | 19% | |
| Exterior: Height | 39 | 39 | 39 | 39 | 39 | 39 | 66% | 72% | |
| Width | 29% | 39% | 39% | 55% | 55% | 85% | 30% | 40 | |
| Depth | 27 | 27 | 27 | 27 | 27 | 27 | 27% | 28 | |
| CAPACITY (In Cu. Ft.) | | | | | | | | | |
| Total | 6 | 8.2 | 8.82 | 14.5 | 14.5 | 20 | 13.01 | 20.0 | |
| INTERIOR EQUIPMENT | | | | | | | | | |
| Dividers (No.) | ... | 2 | 3 | 3 | 4 | 5 | 4 | | |
| Shelves (No.) | ... | ... | ... | ... | ... | 4 | 5 | | |
| Door or lid shelves (No.) | ... | 3 | ... | 3 | 3 | 5 | | | |
| Baskets (No.) | ... | 2 | ... | 4 | 4 | 1* | | | |
| Special racks or service trays (No.) | ... | ... | ... | ... | ... | ... | ... | | |
| Light | No | Yes | Yes | Yes | Yes | Yes (2) | No | No | |
| INSULATION | | | | | | | | | |
| Kind | | | | | | Fiber Glass— | | | |
| Thickness: (In Inches) | | | | | | | | | |
| Top | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | |
| Sides | 4 | 4 | 4 | 4 | 4 | 4 | 3½ | 4 | |
| Bottom | 4 | 4 | 4 | 4 | 4 | 4 | 4½ | 4 | |
| Door (upright models) | ... | ... | ... | ... | ... | ... | 3 | 4 | |
| LIDS OR DOORS | | | | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes | Yes | No | Yes | |
| WEIGHT (Lbs.) | | | | | | | | | |
| Net | 237 | 288 | 288 | 365 | 377 | 557 | 300 | 520 | |
| Shipping | 277 | 336 | 336 | 440 | 452 | 642 | 363 | 527 | |
| PRICE, suggested retail | \$269.95 | \$299.95 | \$369.95 | \$439.95 | \$479.95 | \$639.95 | \$469.95 | \$649.95 | |
| *Full width. | | | | | | | | | |
| REFRIGERATION EQUIPMENT | | | | | | | | | |
| Cooling method | Models UEF-13 and UEF-20, refrigerated shelves; all other models, wrap around | | | | | | | | |
| Total sq. ft. of refrigerated surface exposed to food compartment | Model SEF-6, 17.1; SDF-8, 20.0; CEF-9, 21.3; SEF-15, 32.0; CEF-15, 32.0; CEF-20, 49.1; UEF-13, 106 | | | | | | | | |
| Compressor: | | | | | | | | | |
| Make | Model SEF-6, Crosley; all other models, Tecumseh | | | | | | | | |
| Sealed | Yes | | | | | | | | |
| Refrigerant | Models SEF-6, SDF-8, and CEF-9, "Freon-12"; all other models, "Freon-22" | | | | | | | | |
| Make of control | Ranco or Cutler-Hammer | | | | | | | | |
| Accessible for user adjustment | Yes | | | | | | | | |
| Location | Models UEF-13 and UEF-20; | | | | | | | | |
| All other models, cabinet top, rear | | | | | | | | | |
| Condenser: Type | | | | | | | | | |
| Finned | Yes | | | | | | | | |
| Forced convection | Yes | | | | | | | | |
| Warning device | Light on all chest models | | | | | | | | |
| Anti-sweat provisions around freezer opening | Yes | | | | | | | | |
| CONSTRUCTION AND FINISH OF CABINET | | | | | | | | | |
| Cabinet | Steel, baked enamel | | | | | | | | |
| Interior liner | UEF-13, porcelain; UEF-20, aluminum; all other models, baked enamel | | | | | | | | |
| PROTECTION PLAN | | | | | | | | | |
| Warranty | One year warranty all parts; 4 additional years on sealed-in mechanism | | | | | | | | |
| Food insurance | Optional | | | | | | | | |
| SPECIAL FEATURES | | | | | | | | | |
| All models include push bar latch. All custom models also feature self-rising lid and lid shelves. | | | | | | | | | |

McCall

McCall Refrigerator Corp., Hudson, N. Y.

| | |
|--|---------|
| Model No. | F19 |
| Chest or upright type | Upright |
| Does model have separate freezing section? | No |

DIMENSIONS (In Inches)

| | |
|------------------|-----|
| Interior: Height | 49 |
| Width | 33 |
| Depth | 20 |
| Exterior: Height | 72% |
| Width | 41 |
| Depth | 31% |

CAPACITY (In Cu. Ft.)

| | |
|-------|----|
| Total | 19 |
|-------|----|

INTERIOR EQUIPMENT

| | |
|---------------|---|
| Shelves (No.) | 3 |
|---------------|---|

INSULATION

Kind.....Fiberglass, special high density

Thickness: (In Inches)

| | |
|-----------------------|---|
| Top | 4 |
| Sides | 4 |
| Bottom | 4 |
| Door (upright models) | 4 |

LIDS OR DOORS

| | |
|---------------------------|---|
| Other doors or lids (No.) | 1 |
|---------------------------|---|

WEIGHT (Lbs.)

| | |
|----------|-----|
| Net | 420 |
| Shipping | 515 |

REFRIGERATION EQUIPMENT

| | |
|-----------------|--|
| Cooling method: | 2 refrigerated plate shelves, plate in top |
|-----------------|--|

| | |
|---------------------------|------------------------|
| Compressor: | Sealed |
| Location in cabinet | Bottom |
| Refrigerant | "Freon-22" |
| Where is control located? | Compressor compartment |
| Warning device: | Yes |

| | |
|-------------|-----|
| Any size | ... |
| Any shape | ... |
| Most metals | ... |

| | |
|-------------------------------|-----|
| Write for Technical Data Book | ... |
|-------------------------------|-----|

COLD PLATES FOR: Ice Cream Cabinets, Soda Fountains, Farm Milk Coolers, Farm Freeze Cabinets, Window Displays, Food Counters, Sub-Zero Applications for Industrial chilling.

1042 DEAN STREET, BROOKLYN 16, N.Y.
Sterling 9-5400

DEAN PRODUCTS, INC.

DEAN COLD PLATES

Blendle (Metal Cabinet Co.)

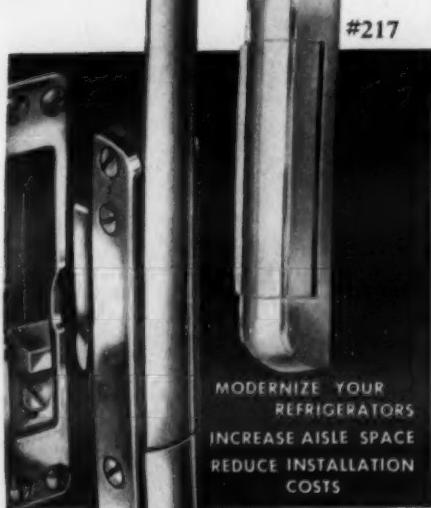
Metal Cabinet Co., 25280 Ryan Rd., Centerline, Mich.

| Model No. | | URF-15 | URF-20 |
| --- | --- | --- | --- |
| Chest or upright type | | Upright |

A PATENTED PRODUCT OF
KASON
HARDWARE
EDGEMOUNT

ADJUSTABLE
HINGE
& LATCH
for commercial
reach-in
refrigerator doors

#217



MODERNIZE YOUR
REFRIGERATORS
INCREASE AISLE SPACE
REDUCE INSTALLATION
COSTS

Now! A hinge
as well as latch
that is easily adjustable
assures perfect door alignment
positive tension control!

Manufacturers of Refrigerator Hardware
KASON Hardware Corporation
127-137 Wallabout Street • Brooklyn 6, N.Y.

Esco

Esco Cabinet Co., West Chester, Pa.

| Model No. | CD-1225 | CD-1625 | CD-2025 | CD-2433 | CD-3650 |
|---|---|---------|---------|---------|---------|
| Chest or upright type | Chest | Chest | Chest | Chest | Chest |
| Separate freezing section? | Yes | Yes | Yes | Yes | Yes |
| DIMENSIONS (In Inches) | | | | | |
| Exterior: Height* | 36 1/2 | 36 1/2 | 36 1/2 | 36 1/2 | 36 1/2 |
| Width | 52 | 62 | 75 | 90 | 103 |
| Depth | 29 1/2 | 29 1/2 | 29 1/2 | 29 1/2 | 35 1/2 |
| CAPACITY (In Cu. Ft.) | | | | | |
| Total | 12.14 | 15.6 | 20.1 | 24.8 | 36.4 |
| INTERIOR EQUIPMENT | | | | | |
| Partitions (No.) | 3 | 4 | 5 | 5 | 6 |
| Baskets (No.) | 2 | 3 | 4 | 3 | 4 |
| Light | Yes | Yes | Yes | Yes | Yes |
| INSULATION | | | | | |
| Kind | | | | | |
| LIDS OR DOORS | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 2 | 2 |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes |
| *Height to top of cabinet wall is only 33 1/2 in. | | | | | |
| REFRIGERATION EQUIPMENT | | | | | |
| Cooling method: | | | | | |
| Wrap around | Yes | | | | |
| Compressor: | | | | | |
| Make | Copeland, Kelvinator, Tecumseh | | | | |
| Sealed | Yes | | | | |
| Location in cabinet | Lower left end | | | | |
| Refrigerant | "Freon" | | | | |
| Control accessible for user adjustment? | Yes | | | | |
| Location | Left end | | | | |
| Condenser: Type | | | | | |
| Finned | Yes | | | | |
| Forced convection | Yes | | | | |
| Warning device: | Light | | | | |
| | Yes | | | | |
| | 3650 | | | | |
| CONSTRUCTION AND FINISH OF | | | | | |
| Cabinet | Zinc coated, Bonderized steel, white baked enamel finish | | | | |
| Interior liner | Zinc coated, Bonderized steel, Ice Blue baked enamel finish | | | | |
| PROTECTION PLAN | | | | | |
| Warranty | One year on complete equipment. 5-year replacement plan on sealed unit | | | | |
| Food insurance | Included in list price | | | | |
| SPECIAL FEATURES | | | | | |
| | Convenient baskets glide on stainless steel track, sharp freeze section in left end of all models. Fast freeze fan available on models CD-2433 and CD-3650. | | | | |

Home Freezer Specifications

Maytag

The Maytag Co., Newton, Iowa

| Model No. | 8C | 14C | 121U | 181U | 25U |
|-----------------------|-------|-------|---------|---------|---------|
| Chest or upright type | Chest | Chest | Upright | Upright | Upright |

DIMENSIONS (In Inches)

| | | | | | |
|------------------|--------|--------|--------|--------|--------|
| Interior: Height | 29 1/2 | 29 1/2 | 47 1/2 | 47 1/2 | 52 1/2 |
| Width | 29 1/2 | 48 1/2 | 26 | 35 1/2 | 41 |
| Depth | 18 1/2 | 18 1/2 | 17 1/2 | 19 | 20 1/2 |

CAPACITY (In Cu. Ft.)

| | | | | | |
|-------|---|----|----|----|----|
| Total | 8 | 14 | 12 | 18 | 25 |
|-------|---|----|----|----|----|

INTERIOR EQUIPMENT

| | | | | | |
|------------------|-----|-----|-----|-----|-----|
| Partitions (No.) | 2 | 3 | ... | ... | ... |
| Shelves (No.) | ... | ... | 3 | 3 | 3 |
| Baskets (No.) | 2 | 4 | ... | ... | ... |
| Light | Yes | Yes | No | No | No |

INSULATION

| | | | | | |
|------|--|--|--|--|--|
| Kind | | | | | |
|------|--|--|--|--|--|

Fiberglas

| | | | | | |
|------------------------|-------|-------|-------|-------|-------|
| Thickness: (In Inches) | | | | | |
| Top | 1 1/2 | 1 1/2 | 3 1/2 | 3 1/2 | 3 1/2 |
| Sides | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 |
| Bottom | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 | 3 1/2 |
| Door (upright models) | ... | 4 1/2 | 4 1/2 | 4 1/2 | 4 1/2 |

LIDS OR DOORS

| | | | | | |
|------------------------|-----|-----|-----|-----|-----|
| Provision for locking? | Yes | Yes | Yes | Yes | Yes |
|------------------------|-----|-----|-----|-----|-----|

WEIGHT (Lbs.)

| | | | | | |
|----------|-----|-----|-----|-----|-----|
| Net | 250 | 325 | 310 | 380 | 451 |
| Shipping | 295 | 371 | 359 | 436 | 517 |

PRICE, suggested retail

| | | | | |
|----------|----------|----------|----------|----------|
| \$279.50 | \$399.50 | \$499.50 | \$599.50 | \$699.50 |
|----------|----------|----------|----------|----------|

REFRIGERATION EQUIPMENT

| | | |
|---|-------------|---------------------|
| Cooling method: | Wrap around | Models 8C, 14C |
| Other models, tubing in top, bottom shelves | | 121U, 181U, and 25U |

Warning device Light
Anti-sweat provisions around freezer opening On models 121U, 181U, and 25U

CONSTRUCTION AND FINISH OF
Cabinet Model 25U, gray enameled steel; all others, white enameled steel

Interior liner Models 8C and 14C, gray enameled steel; all others, natural aluminum

Refrigerated shelves or plates Natural aluminum

PROTECTION PLAN

Warranty Five-year warranty on refrigeration system; one on all other parts

Food insurance Included in list

SPECIAL FEATURES

Constant low temperature and fast freezing facilities are possible because all shelves as well as the top and bottom are refrigerated on upright models.

Pak-A-Way (Schaefer, Inc.)

Schaefer, Inc., 801 Washington Ave., N., Minneapolis 1, Minn.

| Model No. | 208 | 215 | 221 | 1300 | 1900 |
|-----------------------|-------|-------|-------|---------|---------|
| Chest or upright type | Chest | Chest | Chest | Upright | Upright |

DIMENSIONS (In Inches)

| | | | | | |
|------------------|--------|--------|--------|--------|--------|
| Interior: Height | 21 1/2 | 29 1/2 | 29 1/2 | 39 1/2 | 50 1/2 |
| Width | 29 1/2 | 49 1/2 | 67 | 27 1/2 | 27 1/2 |
| Depth | 20 1/2 | 20 1/2 | 20 1/2 | 20 1/2 | 23 1/2 |

CAPACITY (In Cu. Ft.)

| | | | | | |
|-------|-----|------|------|-------|-------|
| Total | 8.2 | 15.6 | 21.8 | 13.18 | 19.16 |
|-------|-----|------|------|-------|-------|

INTERIOR EQUIPMENT

| | | | | | |
| --- | --- | --- | --- | --- | --- |
| Partitions (No.) | ... | 1 | 2 | ... | ... |
</

Howard

| | C-14 | C-20 | C-30 | F-10 | F-15 | F-18 |
|---|--|-------|-------|---------|---------|---------|
| Chest or upright type | Chest | Chest | Chest | Upright | Upright | Upright |
| DIMENSIONS (In Inches) | | | | | | |
| Interior: Height | 28 | 28 | 28 | 48 | 45 | 48 |
| Width | 53 | 64 | 94 | 20 | 32 | 32 |
| Depth | 18½ | 22 | 22 | 19 | 19½ | 19½ |
| Exterior: Height | 36 | 36 | 36 | 64 | 63 | 69 |
| Width | 60 | 72 | 101 | 25½ | 38 | 38 |
| Depth | 25½ | 29 | 29 | 28½ | 28½ | 28½ |
| CAPACITY (In Cu. Ft.) | | | | | | |
| Total | 14 | 20 | 30 | 10 | 15 | 18 |
| INTERIOR EQUIPMENT | | | | | | |
| Partitions (No.) | ... | ... | 4 | 4 | 5 | |
| Shelves (No.) | ... | ... | 3* | 3* | 4* | |
| Door or lid shelves (No.) | ... | ... | 3 | 3 | 4 | |
| Baskets (No.) | 2 | 3 | 4 | ... | ... | |
| Drawers (No.) | ... | ... | 2 | ... | ... | |
| Light | Yes | Yes | Yes | ... | ... | |
| INSULATION | | | | | | |
| Kind | High Density Fiberglas Sheets | | | | | |
| Thickness: | | | | | | |
| Top: | 3 | 3 | 3 | 3½ | 3½ | 3½ |
| Sides | 3½ | 3½ | 3½ | 3½ | 3½ | 3½ |
| Bottom | 3½ | 3½ | 3½ | 3½ | 3½ | 3½ |
| Door (upright models) | ... | ... | 3 | 3 | 3 | |
| LIDS OR DOORS | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 2 | ... | ... | |
| Provision for locking? | ... | ... | YES | ... | ... | |
| WEIGHT (Lbs.) | | | | | | |
| Net | 275 | 450 | 650 | 250 | 290 | 405 |
| Shipping | 325 | 520 | 750 | 300 | 350 | 480 |
| *Plus Floor. | | | | | | |
| REFRIGERATION EQUIPMENT | | | | | | |
| Cooling method: | | | | | | |
| Wrap around....On models C-14, C-20, and C-30 | | | | | | |
| Other....Refrigerated plate shelves and top and bottom on models F-10, F-15, and F-18 | | | | | | |
| Total sq. ft. of refrigerated surface exposed to food compartment....Model C-14, 28; C-20, 40; C-30, 55; F-10, 17; F-15, 20; F-18, 24 | | | | | | |
| Compressor: | | | | | | |
| Make | Tecumseh | | | | | |
| Sealed | Yes | | | | | |
| Location in cabinet | Chest models, lower left end; upright models, bottom | | | | | |
| Refrigerant | 'Freon-22' | | | | | |
| Make of control | Ranco | | | | | |
| Accessible for user adjustment? | Yes | | | | | |
| Located | Model C-14, rear; model C-20, front; model | | | | | |

King

| King Refrigerator Corp., 76-02 Woodhaven Blvd., Glendale 27, L. I., New York | | | | | | |
|---|--------------------------------------|----------|-----------|----------|--|--|
| Model No. | 452 | 95B | 12B | UP12 | | |
| Chest or upright type | Chest | Chest | Chest | Upright | | |
| DIMENSIONS (In Inches) | | | | | | |
| Interior: Height | 19¾ | 19¾ | 30¼*—15¼† | 43½ | | |
| Width | 20¼ | 44¼ | 29¾*—15¼† | 22 | | |
| Depth | 17½ | 17½ | 17½ | 20½ | | |
| Exterior: Height | 36 | 37 | 37 | 60 | | |
| Width | 27 | 51 | 51 | 28 | | |
| Depth | 27 | 28% | 28% | 28½ | | |
| CAPACITY (In Cu. Ft.) | | | | | | |
| Total | 4 | 9 | 12 | 11.4 | | |
| Freezing compartment(s) | | | 2½ | ... | | |
| Storage compartment(s) | 4 | 9 | 9½ | 11.4 | | |
| INTERIOR EQUIPMENT | | | | | | |
| Partitions (No.) | ... | ... | 1 | ... | | |
| Shelves (No.) | ... | ... | ... | 3 | | |
| Baskets (No.) | 1 | 2 | 2 | ... | | |
| Light | No | No | No | Yes | | |
| INSULATION | | | | | | |
| Kind | Spun Mineral Wool Felt or Fiberglass | | | | | |
| Thickness (In Inches) | | | | | | |
| Top | 3 | 3 | 3 | 3 | | |
| Sides | 3 | 3 | 3 | 3 | | |
| Bottom | 3½ | 3½ | 3½ | 3½ | | |
| Door (upright models) | ... | ... | ... | 3½ | | |
| LIDS OR DOORS | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | | |
| Provision for locking? | No | Yes | Yes | Yes | | |
| WEIGHT (Lbs.) | | | | | | |
| Net | 165 | 270 | 315 | 310 | | |
| Shipping | 195 | 335 | 365 | 345 | | |
| PRICE, suggested retail | \$229.95 | \$324.95 | \$429.95 | \$459.95 | | |
| *Storage—Fast Freeze. | | | | | | |
| REFRIGERATION EQUIPMENT | | | | | | |
| Cooling method: | | | | | | |
| Forced....Models 12B and UP12 | | | | | | |
| Natural....Models 452 and 95B | | | | | | |
| Anti-Sweat provisions around freez | | | | | | |
| er opening....In all but Model 452 | | | | | | |
| CONSTRUCTION AND FINISH OF | | | | | | |
| Cabinet and interior liner....Welded steel—baked Dulux enamel over Bonderite | | | | | | |
| Refrigerated shelves or plates | Aluminum | | | | | |
| PROTECTION PLAN | | | | | | |
| Warranty....Five years on hermetic unit—one year on cabinet and controls | | | | | | |
| SPECIAL FEATURES | | | | | | |
| Narrow depth—can be installed through small opening. Upright has deep-well for irregular or bulky packages. | | | | | | |

Thrifty Freezers (Thor)

Thor Corp., 2115 S. 54th Ave., Chicago, Ill.

| Model No. | 2000 | 2001 | 2002 | 2004 | 2005 |
|-------------------------------|-------|-------|-------|---------|---------|
| Chest or upright type | Chest | Chest | Chest | Upright | Upright |
| DIMENSIONS (In Inches) | | | | | |
| Interior: Height | ... | ... | ... | ... | 48½ |
| Width | ... | ... | ... | ... | 24% |
| Depth | ... | ... | ... | ... | 23% |
| Exterior: Height | 36 | 36 | 36 | 59½ | 64½ |
| Width | 44½ | 64 | 89 | 30% | 30% |
| Depth | 27½ | 27½ | 27½ | 23% | 31½ |
| | 31½* | 31½* | 31½* | | |

*With hardware.

CAPACITY (In Cu. Ft.)

| Total | 9 | 15 | 22 | 11 | 15 |
| --- | --- | --- | --- | --- | --- |
| Freezing compartment(s) | 2.5 | 2.5 | 2.5 | ... | ... |

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What's New

When requesting further information on new products, please use "Information Center" form.

Snap-Around Volt-Amp Tester Is Offered at \$19.85



KEY NO. C-540

LYNBBROOK, N. Y.—The "Amprobe Junior," a new snap-around volt-amp tester, is now being introduced by the Pyramid Instrument Corp. The Junior sells for \$19.85, including voltage test leads. The pocket tester does a complete testing job.

"The Amprobe Junior is a snap-

around ammeter which measures current instantly without shutdowns or ammeter connections," the company explained. "It is a voltage meter which gives an accurate voltage reading without guesswork on a full-size 1.8 in. calibrated scale. Accuracy for both amperage and voltage is plus-or-minus 3% of full scale."

"To measure current without ammeter connections, snap the trigger-operated jaws around one conductor (insulated or uninsulated) and you have your reading. To measure voltage, plug the test leads into instrument and clip to load."

The customer can choose the range that fits his particular job: Model "10": 0-10 amps a.c.; 0-125/250 volts a.c. Model "25": 0-25 amps a.c.; 0-125/250 volts a.c. Model "50": 0-50 amps a.c.; 0-125/250 volts a.c. Model "100": 0-100 amps a.c.; 0-125/250 volts a.c.

Other announced features include: 3 in. d'Arsonval high-torque movement with Alnico 5 magnet; probe jaws completely insulated, and tapered for "hard to get at" wires; dovetail transformer joints; pocket-sized, shaped, and balanced for one-hand trigger operation; high-visibility no-rim window; safe to use (3,000 volts breakdown test); safety-type voltage test leads.



22-Cu. Ft. Upright Tops Servel Freezer Line

KEY NO. C-541

EVANSVILLE, Ind.—An upright home freezer with nearly 22 cu. ft. of storage space has been developed by Servel, Inc. as the top-of-the-line companion to its 11 and 15-cu. ft. vertical freezers which were introduced earlier this year.

Suggested retail price of the new model VF-223 is \$689.50.

Gordon Malone, sales manager of Servel's home freezer division, said that the new model offers 20 cu. ft. of frozen food capacity and will hold 700 lbs. of food in its freezing area. In addition, nearly 2 cu. ft. of dry storage space has been provided in a tilt-out bin at the bottom of the cabinet.

Servel also is marketing chest-type

home freezers of 9, 15, and 22-cu. ft. capacities.

According to Malone, Servel's "unique" food plan will apply to the new freezer. Purchase of this model will enable the housewife to save 25% on any selection of food worth \$200 at any retail store of her own choice, he said.

Features embodied in the new model include rounded interior corners for cleanliness; trigger-action latch with built-in lock; a special juice shelf at the top; four "freeze-

plate" shelves of aluminum and a completely aluminum interior, and a signal light indicating that refrigeration is in the proper freezing zone.

The unit has a 1/2 hp. hermetically-sealed freezing unit and "cold-seal" construction. The interior is trimmed with icicle blue and gold.

"Despite its large food storage space, the unit is easy to install," Servel said. "The door may be lifted off, permitting the freezer to be moved through an opening as small as 21 in. wide."

Electric Timer for Appliances Requires No Resetting



KEY NO. C-542

CHICAGO—An electric timer that turns home appliances on and off automatically at the exact desired time day after day, without resetting, is being marketed by International Register Co. here.

Called the "Time-All," this new timer is said to be unique in that it does not have to be reset after each time cycle has been completed, and because it can be used to control almost any electrical appliance or light.

Portable and lightweight, the Time-All makes it possible to wake up to music, to defrost the refrigerator daily, to have radio and TV programs turned on automatically, to have coffee ready immediately upon arising and to regulate many work-saving appliances without the homemaker's supervision.

Since most schedules have to be altered sometimes—on weekends or holidays—the Time-All has a manual switch for turning the appliance on or off, as the case may be, when the daily schedule is to be interrupted. When the schedule is to be resumed,

the manual switch is used again, but it is not necessary to reset the dial.

According to the company, the Time-All can be connected to almost all home appliances: washing machines, electric fans, roasters, outdoor lights, dehumidifiers, flowerbox lights, heating pads, baby bottle warmers, vaporizers, wake-up lights for the hard of hearing, etc. It can also be used for display lights in store windows and animated displays.

The timer is 5 in. wide, 4 in. high, 2 1/2 in. deep, and has a 6 ft. cord. It has an easy-to-read dial and a gray plastic case, and can be placed on a table, counter, or any convenient place near the appliance or lamp with which it is being used—or it can be hung on the wall.

It weighs less than 2 lbs.; operates on 110-125 volts, a.c. only. Minimum on or off time is one hour; maximum on or off time is 23 hours. Any desired period of time in between is possible, for the appliance to be on or off.

Suggested retail price is \$10.95.

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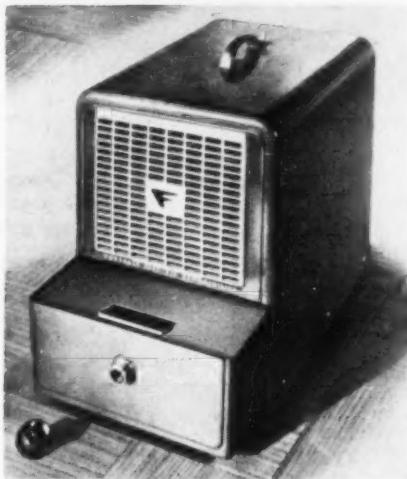
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What's New (Cont.)

Fresh'nd-Aire Adds New Features to Dehumidifier



KEY NO. C-543

CHICAGO—J. W. Alsdorf, president of Cory Corp., has announced the introduction of a new, improved Fresh'nd-Aire portable electric room dehumidifier.

This 1953 model is now in volume production at the new Grayslake, Ill., plant of the Fresh'nd-Aire Co., a division of Cory Corp.

Improvements in the model include an on-off toggle switch located atop the cabinet and a larger "In-A-Drawer" container, which catches the water and also serves as an emptying unit.

"This In-A-Drawer has a comfortable gripper-edge on the emptying slot so it is easy to carry," Alsdorf pointed out. "The container is constructed of glass fiber and consequently is light and easy to handle as well as being resistant to rust and moisture."

The knob on the front of the In-A-Drawer unscrews so, if desired, an ordinary garden hose can be attached and run to a floor drain."

Price of the dehumidifier is \$139.95, compared to \$149.95 for the previous model.

The unit measures 17 1/4 in. high by 11 1/4 wide by 18 1/2 in. long, weighs 52 lbs., and has a handle for carrying.

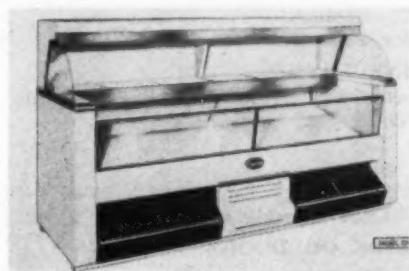
In case the user wants his unit to operate only during certain hours of the day or night, a new Fresh'-

Aire automatic timer also is now available.

In addition, a steel dehumidifier dolly complete with four swivel casters is available. It can be used to roll the unit from place to place. Both of these items are accessories obtainable at slight additional cost.

This new model D750A dehumidifier is claimed to control moisture in areas up to 10,000 cu. ft., removing up to 3 gal. of moisture from the air every 24 hours.

The model has a 1/2-hp. condensing unit which draws 200 watts. It is designed to be used with 115-volt, 50/60-cycle a.c. only.



National Announces New Line of Produce Cases

KEY NO. C-544

ROYAL OAK, Mich.—National Market Equipment Co. here has announced the introduction of a new line of refrigerated produce display cases.

Models in the line include one with canopy-type superstructure, an all-glass top "wrap-around" type, and an open-deck unit without superstructure of any kind, readily accessible from either side.

Among the basic new features of the National cases are automatic defrosting; fully-adjustable, tilting display shelves; and removable lower bins for dry-item storage. The sectionally-divided top shelf provides for citrus fruit display. Exterior finish is white baked enamel, with porcelain finish display shelves.

The cases are manufactured in standard 8-ft. lengths.

Special Shelf Permits Individual Quick Freezing



CORONATION CUSTOM CLASSIC model of Freez-Aire's upright home freezer which has 18-cu. ft. capacity.

KEY NO. C-545

LOS ANGELES—Introduction of a new upright home freezer with a forced air circulation system claimed to eliminate frost on foods and interior of the cabinet has been announced by Freez-Aire Corp. of America here.

There are two models in the Freez-Aire "Frostless" line, each having a capacity of 18 cu. ft.

The forced air system of cooling, besides preventing frost on foods and interior, also incorporates automatic defrosting of the blower coil, located below the storage compartment.

The more expensive Coronation Custom Classic model also features a special I.Q.F. (individual quick freezing) shelf which "eliminates the



CLOSE-UP VIEW of the Individual Quick Freezing shelf where foods can be frozen separately. Foods thus frozen do not need to be thawed or broken up before cooking.

necessity of pre-packaging and permits full dimension freezing without dehydration," the company further states.

"As in the case of peas, which are individually frozen, then later stored conveniently loose and free flowing in containers for individual mealtime requirements, this eliminates the necessity of having to break up an otherwise frozen solid mass, or soaking in water before cooking—a boon to the housewife," the company explains.

Proposed retail price of the Coronation Custom Classic model is \$699.50. The Frost-O-Matic Deluxe is priced at \$639.50.

First public showing of the new freezer line was held at the San Diego Spring Festival of Electrical Appliances.

Officials of the Freez-Aire firm include L. E. Heifetz, executive vice president; E. W. Franklin, vice presi-

dent in charge of production, and William H. Pyatt, director of sales. George Overton heads the engineering staff.

Both models employ a 1/2-hp. Kelvinator hermetic unit using "Freon-22."

Unit and blower coil are located in bottom compartment of the freezer, the air being delivered to the storage space through "jet" outlets located between shelves on the side of the cabinet liner.

Over-all dimensions of both models are 69 1/4 in. high, 38 in. wide, and 31 in. deep, including the door.

Three removable aluminum shelves are provided in each model. Shelves are adjustable in the Coronation model, and one in the latter is the special I.Q.F. shelf. This model also has a sliding aluminum drawer bin on nylon rollers. The drawer is removable and has a capacity of 4 1/2 cu. ft.

Finish is white Dulux over steel on the exterior of both models. Interior of the Coronation model is Arctic yellow and gold while blue hammer-tone and white feature the Deluxe model interior.

Hardware is chromium plated and includes a self-closing lock, removable pin type hinges, and a key lock. Insulation of the cabinet is provided by 4 in. of glass fiber over-all.

Warning and operating lights are provided at eye level in the door, and the accessible dial control is also at eye level.

Following the San Diego showing, at which orders in excess of a quarter million dollars were booked, according to Freez-Aire officials, the company is now tooling for early deliveries and will shortly release exact schedules, it was announced by the firm.



One of the most modern schools in America is the new Clara Bryant Junior High School in Dearborn, Michigan.

Three condensing units supply refrigeration needs for the school's cafeteria and drinking water fountains throughout the building.



More beer sold from every keg with Beverage-Air DRAFT SYSTEMS

It's a fact! Thousands of satisfied users over the country are claiming 20 to 30 more glasses of beer from each keg with Beverage-Air Draft Systems . . . more and more breweries are selecting Beverage-Air equipment for use in visitor's rooms and at trade conventions.

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- Unrestricted, one-size flow lines and tap rods assure a smooth even flow of beer . . . less than 1 oz. of beer contained in the lines from the faucet tip to the keg, the perfect storage place.

With these economy features, Beverage-Air installations pay for themselves in no time at all.

WRITE TODAY FOR COMPLETE INFORMATION ON BEVERAGE-AIR EQUIPMENT AND DIRECT MAIL LITERATURE FOR MAILING TO YOUR CUSTOMERS.

THE PUNXSUTAWNEY COMPANY
PUNXSUTAWNEY, PA.

★ ...and TEMPRITE Oil Separators are on the job!

- ★ Temprite Oil Separators keep oil in the compressor and away from the evaporator and condenser walls.
- ★ Oil-free coils permit the refrigerant to boil at its true boiling point in evaporator, condensing at the proper temperature in the condenser.
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- ★ Compressor crank case oil level remains constant, eliminating danger of scored compressor parts.

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Home Freezer Specifications

Marquette

Marquette Appliances, Inc., 307 E. Hennepin Ave., Minneapolis, Minn.

| Model No. | 9C | 15C | 22C | 11AV | 155AV | REFRIGERATION EQUIPMENT |
|-----------------------------|----------|----------|----------|----------|----------|---|
| Chest or upright type | Chest | Chest | Chest | Upright | Upright | Cooling method ... 11AV and 155AV, shelves; all others, wrap around |
| Separate freezing section? | Yes | Yes | Yes | No | No | Compressor: Make ... Tecumseh Sealed ... Yes Location in cabinet ... 11AV and 155AV, bottom rear; all others, lower left |
| DIMENSIONS (In Inches) | | | | | | Refrigerant ... 9C and 11AV, "Freon-12"; all others, "Freon-22" |
| Interior: Height | 26% | 26% | 26% | ... | ... | Make of control ... Ranco Accessible for user adjustment ... Yes Location ... 11AV and 155AV, top front; all others, lower left |
| Width | 35 | 56 | 81 | ... | ... | Condenser: Type Finned ... Model 22C Wrap around ... All other models Anti-sweat provisions around freezer opening ... On models 22C, 11AV, and 155AV |
| Depth | 19½ | 19½ | 19½ | ... | ... | CONSTRUCTION AND FINISH OF Cabinet ... Steel, Bonderized, Dulux enamel Interior liner ... Steel, Bonderized, Dulux Enamel |
| Exterior: Height | 36 | 36 | 36 | 59½ | 64½ | LIDS OR DOORS Outer doors or lids (No.) ... 1 2 Provision for locking? ... Yes Warranty ... One year on entire cabinet plus 4 years on unit |
| Width | 44 | 64 | 89 | 30% | 30% | SPECIAL FEATURES Counterbalanced lid on all chest models. |
| Depth | 27½ | 27½ | 27½ | 26% | 31% | |
| CAPACITY (In Cu. Ft.) | | | | | | |
| Total | 9 | 15 | 22 | 11 | 15 | |
| INTERIOR EQUIPMENT | | | | | | |
| Partitions (No.) | 1 | 1 | 1 | ... | ... | |
| Shelves (No.) | ... | ... | 4 | 4 | ... | |
| Door or lid shelves (No.) | ... | ... | 3 | 3 | ... | |
| Baskets (No.) | 1 | 2 | 3 | 1 | 1 | |
| Dividers | 1 | 2 | 3 | ... | ... | |
| Special rack or trays (No.) | 1 | 1 | 1 | ... | ... | |
| Light | Yes | Yes | No | No | ... | |
| INSULATION | | | | | | |
| Kind | | | | | | |
| Thickness: (In Inches) | | | | | | |
| Top | 2½ | 2½ | 2½ | 3 | 3 | |
| Sides | 3 | 3 | 3 | 3 | 3 | |
| Bottom | 4 | 4 | 4 | 3 | 3 | |
| Door (upright models) | ... | ... | ... | 2½ | 2½ | |
| LIDS OR DOORS | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 2 | 1 | 1 | |
| Provision for locking? | Yes | Yes | Yes | ... | ... | |
| WEIGHT (Lbs.) | | | | | | |
| Net | 342 | 470 | 605 | 330 | 420 | |
| PRICE, suggested retail | \$329.95 | \$419.95 | \$549.95 | \$389.95 | \$499.95 | |

Quicfrez

Quicfrez, Inc., Fond du Lac, Wis.

| Model No. | Q42A | QU201A | Q9C | Q132C | Q168C | Q20C |
|--------------------------------------|---------------------------------|----------------|----------|------------------------|-----------|-------|
| Chest or upright type | Upright | Upright | Chest | Chest | Chest | Chest |
| Separate freezing section? | No | No | Yes | Yes | Yes | Yes |
| DIMENSIONS (In Inches) | | | | | | |
| Interior: Height | 28½ | 50 | 28 | 28 | 28 | 28 |
| Width | 17 | 40 | 34 | 46 | 57 | 69 |
| Depth | 16½ | 18½ | 20½ | 20½ | 20½ | 20½ |
| Exterior: Height | 38½ | 70% | 36 | 36 | 36 | 36 |
| Width | 24 | 48 | 41 | 53 | 64 | 76 |
| Depth | 28 | 29 | 27½ | 27½ | 27½ | 27½ |
| CAPACITY (In Cu. Ft.) | | | | | | |
| Total | 4.2 | 20 | 9 | 13.2 | 16.8 | 20 |
| Freezing compartment(s) | ... | ... | 2.2 | 2.2 | 2.2 | 2.2 |
| Storage compartment(s) | ... | ... | 6.8 | 11 | 14.6 | 17.8 |
| INTERIOR EQUIPMENT | | | | | | |
| Partitions (No.) | ... | ... | 1 | 2 | 2 | 2 |
| Shelves (No.) | 3 | 3 | ... | ... | ... | ... |
| Door or lid shelves (No.) | ... | 3 | 3 | ... | ... | ... |
| Baskets (No.) | ... | ... | 1 | 2 | 2 | 2 |
| Special racks or service trays (No.) | ... | ... | ... | ... | ... | ... |
| Light | No | No | Yes | Yes | Yes | Yes |
| Thermometer | No | No | Yes | Yes | Yes | Yes |
| Ice cube trays (No.) | No | No | — | — | Accessory | — |
| INSULATION | | | | | | |
| Kind | | Inorganic Wool | | Fiberglas or Rock Wool | | |
| Thickness: (In Inches) | | | | | | |
| Top | 3½ | 4 | 2½ | 2½ | 2½ | 2½ |
| Sides | 3½ | 4 | 3½ | 3½ | 3½ | 3½ |
| Bottom | 4 | 3½ | 3½ | 3½ | 3½ | 3½ |
| Door (upright models) | 3 | 4 | ... | ... | ... | ... |
| CONSTRUCTION AND FINISH OF | | | | | | |
| Cabinet | Steel, Bonderized, Dulux enamel | | | | | |
| Interior liner | Steel, Bonderized, Dulux Enamel | | | | | |
| LIDS OR DOORS | | | | | | |
| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | 1 | 1 |
| Provision for locking? | No | Yes | Yes | Yes | Yes | Yes |
| WEIGHT (Lbs.) | | | | | | |
| Net | 444 | 330 | 330 | 367 | 438 | |
| Shipping | 175 | 500 | 355 | 390 | 475 | 535 |
| PRICE, suggested retail | \$324.95 | \$429.95 | \$489.95 | \$579.95 | | |
| *F.O.B. factory. | | | | | | |

| | | | | | | |
|---|---|--|--|--|--|--|
| REFRIGERATION EQUIPMENT | | | | | | |
| Cooling method | QU201A, refrigerated plates and shelves; all others, wrap around | | | | | |
| Total sq. ft. of refrigerated surface exposed to food compartment | Q42A, 11; QU201A, 37.8; Q9C, 23; Q132C, 29.4; Q168C, 35.2; Q20C, 41.6 | | | | | |
| Compressor: | | | | | | |
| Make | Tecumseh | | | | | |
| Sealed | Yes | | | | | |
| Location in cabinet | Upright models, bottom rear; chest models, right hand end | | | | | |
| Refrigerant | Q42A, "Freon-12"; all others, "Freon-22" | | | | | |
| Make of control | Ranco or Cutler-Hammer | | | | | |
| Accessible for user adjustment | Yes | | | | | |
| Location | Q42A, bottom breaker; QU201A, In unit com- | | | | | |
| CONSTRUCTION AND FINISH OF | | | | | | |
| Cabinet | Steel—Hi-bake synthetic enamel | | | | | |
| Interior liner | Model QU201A, aluminum; all others, steel, Hi-bake synthetic enamel | | | | | |
| Refrigerated shelves or plates | Aluminum | | | | | |
| PROTECTION PLAN | | | | | | |
| Warranty | Complete freezer, 1 year; condensing unit, 5 years | | | | | |
| Food insurance | Included in list price | | | | | |

'Package Mortgage' Plan Covers 3 Appliances

MINNEAPOLIS—A new "package mortgage" plan under which payments for refrigerators, automatic washers, and ranges can be included with monthly payments on a real estate mortgage is being offered by Twin City Federal Savings & Loan Co. here.

The plan is available for both conventional and GI home loans and can be used with the purchase of an old or new home and on a loan for new home construction.

Four advantages of the plan were cited: One mortgage takes care of all home financing; payments are uniform during the life of the loan; the interest rate for financing these appliances is the same as for the mortgage; and household budgeting is simplified since only one regular payment is made monthly.



Some features of EVERFROST—"America's Choice in Fountains"



COOLER-CARBONATOR
The Everfrost Refrigerated Carbonator and Water Cooler assures a plentiful supply of perfectly chilled plain and carbonated water.



DRIPTLESS LIDS
Constructed entirely of stainless steel, all ice cream compartment lids are hermetically sealed, moisture-proof and designed to eliminate drippage into the ice cream compartment.



SERIES 90 PUMP
Designed and developed by Everfrost engineering specifically for soda fountain and drink dispensers, the Series 90 Pump provides years of dependable, economical performance.

EVERFROST MANUFACTURES A COMPLETE LINE OF SODA FOUNTAIN AND DRINK DISPENSING EQUIPMENT

(See Page 49)

Firestone

Firestone Tire & Rubber Co., Akron, Ohio

| Model No. | 5-A-74 | 5-A-90 | 5-A-94 | 5-A-95 | 5-A-97 |
|--------------------------------|--|------------------|-----------------|-----------------|------------------|
| Chest or upright type | Chest | Upright | Upright | Upright | Chest |
| Separate freezing section? | Yes | No | No | No | Yes |
| DIMENSIONS (In Inches) | | | | | |
| Interior: Height | 31 $\frac{1}{2}$ | 41 | 51 | 51 | 30 |
| Width | 32 $\frac{1}{2}$ | 24 | 27 | 37 | 52 $\frac{1}{2}$ |
| Depth | 21 | 17 $\frac{1}{2}$ | 20 | 22 | 20 |
| Exterior: Height | 39 $\frac{1}{2}$ | 62 | 70 | 70 | 38 |
| Width | 39 $\frac{1}{2}$ | 31 | 35 | 45 | 60 $\frac{1}{2}$ |
| Depth | 31 $\frac{1}{2}$ | 28 $\frac{1}{2}$ | 25 | 27 | 28 |
| CAPACITY (In Cu. Ft.) | | | | | |
| Total | 10 | 11 | 16 | 24 | 16 |
| Freezing compartment(s) | 3.8 | ... | ... | ... | 2.75 |
| Storage compartment(s) | 6.2 | ... | ... | ... | 13.25 |
| INTERIOR EQUIPMENT | | | | | |
| Partitions (No.) | 1 | ... | ... | ... | 1 |
| Shelves (No.) | 4 | 4 | 4 | 4 | ... |
| Door or lid shelves (No.) | 3 | 3 | 3 | 3 | ... |
| Baskets (No.) | 1 | ... | ... | ... | 1 |
| Special racks or trays (No.) | 1 | ... | ... | ... | ... |
| Light | Yes | Yes | Yes | Yes | Yes |
| INSULATION | | | | | |
| Kind | | Fiberglas | | | |
| Thickness: (In Inches) | | | | | |
| Top | 2 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 |
| Sides | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 4 | 4 | 4 |
| Bottom | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ |
| Door (upright models) | 3 $\frac{1}{2}$ | 4 | 4 | 4 | ... |
| LIDS OR DOORS | | | | | |
| Provision for locking? | Yes | Yes | Yes | Yes | Yes |
| WEIGHT (Lbs.) | | | | | |
| Net | 310 | 330 | 340 | 425 | 240 |
| Shipping | 375 | 400 | 410 | 515 | 420 |
| PRICE, suggested retail | \$354.95 | \$399.50 | \$489.50 | \$589.50 | \$449.50 |
| REFRIGERATION EQUIPMENT | | | | | |
| Cooling method | Model 5-A-84 and 5-A-97, wrap around; all others, top and bottom of liner and refrigerated shelves | | | | |
| Compressor: | | | | | |
| Make | Tecumseh | | | | |
| Sealed | Yes | | | | |
| Location in cabinet | 5-A-84 and 5-A-97, left end; all others, bottom | | | | |
| Refrigerant | "Freon-22 | | | | |
| Make of control | Ranco | | | | |
| Accessible for user adjustment | Yes | | | | |

THE MASTER SERVICE MANUALS — — —**— — — and other books of the Refrigeration Library are depended upon as textbooks in trade schools from coast to coast.****BUSINESS NEWS PUBLISHING CO., DETROIT****Why a Heat-Exchanger?**

1. Increase overall capacity—reduce running time as much as 20%
2. Cool liquid refrigerant—eliminate flash gas—increase capacity of expansion valve
3. Prevent frost-back
4. Vaporize liquid in suction line

why a Superior heat exchanger...

- ★ Accumulator—assures full vaporization of liquid. External equalizer connection where needed
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- ★ High efficiency—copper heat transfer surfaces—maximum capacity per unit size
- ★ Heavy brass shell—sturdy construction—silver solder joints
- ★ Other applications—water cooling, chemical processing

For a more efficient installation—ask your wholesaler for a Superior heat exchanger!

Superior
valve and fittings co.

Pittsburgh 26, Pa.

**New Soft-Drink Cans Use Only Half Refrigerator Space Needed for Bottles**

NEW YORK CITY—Grocery and supermarket customers in this area found something new in the stores this month—soft drinks in throw-away cans.

National Phoenix Industries, Inc. began marketing ginger ale, root beer, club soda, and "Coola" in both 6 and 12-oz. cans, the tops of which can be pried off with conventional bottle openers. The cans are slightly smaller than the comparative bottles.

Walter S. Mack, president of the company and former president of Pepsi-Cola Co., claims the new packages take up only half the space in refrigerators and on store shelves as do similar-capacity bottles and are considerably lighter. He also points out that customers won't have to make a deposit and then return the empty containers to the store, as they do now with bottles.

The new line is being sold by Centrell & Cochrane Corp., a National Phoenix Industries subsidiary. Three 12-oz. cans were to sell for 29 cents.

Following Up Lead In Plane Cuts Day's Trip to 1½ Hrs.; Bob Got Case Order, Too

BRAINTREE, Mass.—Bob Orrall of E. W. Orrall & Son, commercial refrigeration firm, has a pilot's license and a plane.

The Orralls have made very good use of Bob's plane in the past in making emergency deliveries of service parts. Recently, the plane was used for the first time, to get an order for a new display refrigerator.

The sale came about as the result of a lead forwarded to the firm by Sherer-Gillett Co. of Marshall, Mich. The lead was on a prospect located at Edgartown on Martha's Vineyard, an island off Cape Cod.

Ordinarily, a personal follow-up of a Martha's Vineyard prospect takes a whole day since the trip is made by steamer. However, Bob decided to make a quick trip by plane.

One hour and 30 minutes after leaving Hanover Airport on the mainland he had touched wheels at Edgartown Airport, made the call, and returned to Hanover with a signed order from Herbert Mercier for a Sherer model 3008CS frozen food case.

According to the Orralls, their air service on parts deliveries has so pleased customers that many orders for new equipment have resulted.

Chicago RACCA To Fete Local Groups at Parties

CHICAGO—The Refrigeration & Air Conditioning Contractors Association of Chicago has announced that it will entertain members of various local organizations of the national association at separate parties planned for each group.

"This will give all of the members an opportunity to meet informally with contractors from other sections of the country to exchange industry news and discuss business problems of mutual interest," the association said.

The innovation was launched with a party for the local association from Cleveland at the University Club on Friday, May 15. The Cleveland group planned to fly to Chicago, with most of them remaining for a weekend of sightseeing or visiting.

Other local groups will be entertained at frequent intervals in Chicago. The Chicago group has also indicated its willingness to attend meetings of other local associations.

NCRSA Sales Increase For First '53 Quarter

PHILADELPHIA—First quarter sales and accounts receivable went up while inventories dropped, as compared to last year, members of the National Commercial Refrigerator Sales Association have reported to NCRSA headquarters here.

Total dollar sales in the first quarter were 8.92% ahead of the first quarter of 1952.

On March 31 this year, average inventory of NCRSA members was down 6.5% from the same date last year while accounts receivable were up 12.42%.

Commercial Refrigeration**California Frozen Foods Tests Point Up Results of Mishandling Fruits**

ALBANY, Calif.—A series of tests are now being conducted at the Bureau of Agricultural and Industrial Chemistry's western regional laboratory here to help the frozen food industry learn how to market products of top quality.

First findings are that frozen foods have limited tolerance to temperature fluctuations apt to occur enroute from producer to consumer; that early mishandling makes the products extremely sensitive to any later improper handling; and that the tolerance apparently can be used up by a long storage period at good freezing temperatures as well as by a short period under less favorable conditions.

Conclusions reached thus far have been limited to frozen fruits. However, tests are being made on frozen vegetables, such as peas and snap beans, in addition to frozen poultry items.

At the laboratory, frozen foods are subjected to all the conditions they are likely to encounter under commercial handling in an effort to find out at what point the product begins to deteriorate.

The foods are first stored at conventional warehouse temperatures.

Later, the temperature is changed to simulate moving out of the warehouse, loading on refrigerator cars, transporting to wholesale distributors, trucking to retail stores, and storing in refrigerated display cabinets.

Researchers have noted these effects of fluctuating temperatures on fruits:

Brown spots appear on frozen red-sour cherries. As the spots spread, an off-flavor develops. Sliced peaches, packed in ascorbic acid and sugar syrup, turn brown, too, when mishandled. Brown spots develop on slices exposed to the air and are likely to spread fast if head space is left in the container.

Frozen raspberries first "bleed" into the syrup. Sugar in the syrup may be transferred to the berries, making them mushy, almost white, and flavorless.

Strawberries stored at more than 32° F. are apt to lose much of their Vitamin C and are inclined to lose their color.

Too-high temperatures cause frozen concentrated orange juice liquid and pulp to separate, with the sediment settling in the bottom of the can, she pointed out.

**offer your customers a "DOUBLE TAKE"****UP TO 300% SALES INCREASE**

Mass displays that place more food varieties within easy reach of the buyer always increase sales volume . . . (as much as 300% according to users' reports.)

UP TO \$210 SAVINGS—EXTRA PROFITS

result from Sherer's patented refrigeration system*. Unit running time is reduced as much as 15% and savings up to \$210.00 annually per 10-foot case result.

*Atomized Air—Directional Flow—Recirculated Air

And so your customers get a DOUBLE TAKE—a double chance for profit and saving that makes it easier for you to sell.



Model 3100CS has a big display capacity for high-profit, fast-moving items.



Model UL3208MB multi-purpose merchandiser for produce or dairy products.



Model UL2710CS reversible-convertible self-serve case that adapts its 4-in-1 convertibility to needs of individual markets.



Model 3008CS frozen food merchandiser with extra capacity and a truly continuous display when two or more are joined.



WRITE FOR COMPLETE FRANCHISE INFORMATION — Find out why Sherer's patented refrigeration system cuts running time and saves up to \$210.00 yearly per 10-foot case.

SHERER-GILLETT CO., Marshall, Mich.

Refrigeration Problems and their solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Heat to the Condenser

QUESTION:

If a 1-hp. condensing unit operating at a back pressure of 41.7 lbs. is carrying a cooling load of 11,000 B.t.u. per hour, how many B.t.u. of heat units is the condenser giving out?

ANSWER:

Unfortunately, your question did not include information on one vital factor that is necessary in order to give you a fairly accurate answer. That factor is the condensing pressure or temperature. Therefore, the following paragraphs will have to give you answers based on several condensing temperatures and let you choose the one based on the condensing pressure at which the machine referred to in your question is operating.

If the condensing temperature is 70° F. with a corresponding head pressure of 70.1 p.s.i.g., the "heat rejection factor" will be 93.3%. That is, of the total heat disposed of by

the condenser, 95.3% represents the actual cooling load of 11,000 B.t.u. per hour. The remaining 4.9% represents the heat of compression.

Therefore, with a 70° condensing temperature, the heat thrown off by the condenser per hour is $11,000 + .953$ or 11,540 B.t.u.

The heat rejection factor for an 80° condensing temperature is 95%, so the heat rejected by the condenser is 11,580 B.t.u. per hour ($11,000 + .95$).

Similarly, the heat rejection factor for 90° condensing is 93.7%, so the heat rejected by the condenser is 11,740 B.t.u. per hour. For 100° condensing, the heat rejection factor is 92.5% and the condenser heat rejection is 11,890 B.t.u. per hour.

CONDENSER HEAT VARIES WITH DISCHARGE AND SUCTION PRESSURES

From the above, it will be noted that the total amount of heat removed by the condenser increases as the condensing temperature and pressure increase, if the evaporator temperature and capacity remain constant.

In this case, the evaporator is 45° F., corresponding to a suction pressure of 41.7 p.s.i.g. (It is assumed

that the refrigerant is "Freon-12." The heat rejection factors of 95.3%, 95%, 93.7%, and 92.5% for condensing temperatures of 70°, 80°, 90°, and 100° respectively, are based on an evaporator temperature of 45° and a suction pressure for "Freon-12" of 41.7 p.s.i.g.

If the evaporator temperature had been lower than 45°, the heat rejection factors would have been greater, resulting in greater total heat rejection of the condenser for a load of 11,000 B.t.u. per hour.

Putting it another way, the heat rejection factor becomes less, and the total heat removed by the condenser becomes greater, the greater is the ratio of compression; that is, for a given load and condensing unit capacity.

SUPERHEATING OF SUCTION GAS

The heat rejection factors used above are based on the suction gas being superheated to 65° by the time it reaches the compressor. The more the suction gas is heated, the lower will be the heat rejection factor and the greater will be the total amount of heat to be disposed of by the condenser based on an evaporator load of 11,000 B.t.u. per hour.

These factors are also based on the

liquid refrigerant reaching the expansion valve at condensing temperature. For water-cooled units, this is approximately true; even for air-cooled units the factors are off only a few percent.

How are these factors obtained? Tables of them for various condensing and evaporator temperatures are to be found in refrigeration handbooks. (See graph on page 127 of Volume 2 of the "Refrigeration Problems" manuals.)

If not readily available, the heat rejection factor may be calculated by dividing the total heat (enthalpy) per pound of the suction gas at saturation, by that of the hot superheated gas leaving the compressor.

These total heats may be obtained from refrigerant tables or a Mollier diagram for the refrigerant used. While not strictly accurate, the heat rejection factors thus calculated, are sufficiently so for ordinary purposes.

DETERMINING HEAT LOAD FROM CONDENSER HEAT REJECTION

Heat rejection factors are more generally useful in determining the capacity of the condensing unit than, as in the above example, in determining the amount of heat that the condenser must remove from the system. By comparing the capacity thus determined with factory capacity tables under similar conditions, the efficiency of the unit can be determined.

Used for this purpose, the heat to the condenser is first determined, and then multiplied by the heat rejection factor to obtain the amount of refrigeration in B.t.u. being produced by the evaporator; that is, the refrigerating capacity of the unit.

The heat absorbed by a water-cooled condenser is found by (1) measuring the rate of flow of water through the condenser in gallons per minute (2) converting this to pounds by multiplying by $8\frac{1}{2}$ (3) multiplying this by the difference between inlet and outlet temperatures of the condenser water (4) multiplying this by 60. This gives the condenser heat in B.t.u. per hour.

Then by multiplying this condenser heat by the heat rejection factor, we get the refrigerating capacity of the unit in B.t.u. per hour. The answer thus obtained is not as accurate as a factory calorimetric test, but it is sufficiently accurate for most field purposes.

This method is explained in more

detail in Chapter 27 of Volume 2 of the "Refrigeration Problems" manuals.

Due to the difficulty in measuring the volume and temperatures of the air passing through an air-cooled condenser, this method is not practical for field use with air-cooled condensing units.

Taking the wattage of the condensing unit motor with a wattmeter, and then comparing this wattage with wattage-capacity tables prepared by the factory from laboratory data under similar conditions, is a more accurate and dependable field method for determining the capacity of air-cooled condensing units.

A. J. Nelson Adds Bush, Mitchell To Sales Force



L. S. BUSH



W. H. MITCHELL

DENVER—A. J. Nelson Co. here, mountain states sales representative for Kramer Trenton Co., has announced the appointment of Leon S. Bush and W. H. Mitchell to its sales staff.

Bush, a resident of Salt Lake City, formerly was employed by the Radio Supply Co. of Utah and has been associated with the jobber trade for several years. He will cover the territory of Utah, Idaho, western Montana, and Arizona.

Mitchell is a former employee of Electric Accessories Co. of Denver and prior to that was associated with the Chrysler Corp. His territory includes Colorado, New Mexico, El Paso, Texas, western South Dakota, western Nebraska, Wyoming, and western Montana.

Wins Hospital Cooling Job

WADESBORO, N. C.—Construction work is progressing on the new \$708,000 Anson County hospital. J. L. Powers, of Bennettsville, S. C., has the contract for installation of air conditioning and heating equipment.



"Pressure will be back to normal in a few minutes"

Cooling towers, "evaps" and condensers get their headaches, too. One symptom is high head pressures, usually caused by accumulations of scale, slime and algae in the water-cooling equipment. Cooling efficiency drops—costs go up. A good remedy is a stiff dose of Solvex® Cleaner Tablets, which can be used while the machine is working. Head pressures usually return to normal in 15 to 45 minutes.

The way to prevent such troubles is to use Solvex Maintenance Tablets regularly. Solvex is quite safe—no acids or alkalis to harm

the operator or ruin expensive equipment. Solvex Cleaner and Solvex Maintenance Formulas also are obtainable in granular bulk (grains) for larger jobs.

Virginia Smelting Company distributes two other Solvex products of interest to the industry. One is "CC" Coating, a waterproofing and rust-preventive compound—excellent for use where galvanizing has failed. The other is Ice Machine Cleaner Powder—for eliminating the lime, grease and dirt which cause machines to turn out opaque, bad-smelling and bad-tasting ice.

See your wholesaler, or write to VIRGINIA SMELTING COMPANY Dept. 63, West Norfolk, Va.

*Manufactured by the CHEMICAL SOLVENT CO., Birmingham, Ala.

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Refrigerants

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CAN-O-GAS • PERMAGUM • PRESSITE TAPE
SOLVEX PRODUCTS • SUNISO REFRIGERATION OILS

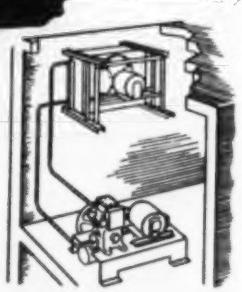
Quickly pays for itself in water saving. Water consumption on year 'round basis approximately 5% of water cooled condenser usage.

Flexible installation. Can be mounted in any location, indoors or outdoors.

Full water cooled capacity. Compressor can operate at full water cooled speed.

Request free descriptive bulletin.

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BREWSTER - NEW YORK

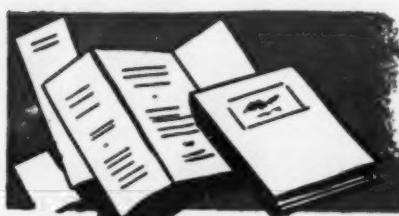


Low operating cost. Operates only when compressor is running.

Low maintenance cost . . . no accessory equipment, no open water system, no chemical concentrations in water.

Cleanable water tubes.

No breakdown losses. Can operate on either air or water in emergency.



Current LITERATURE available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

Westinghouse Booklet Gives Airfoil Centrifugal Fan Data

KEY NO. O-540

BOSTON—An eight-page booklet on airfoil centrifugal fans, the fans with airfoil shape blades, is available from Sturtevant Div. of Westinghouse Electric Corp.

Airfoil centrifugal fans are designed for mechanical-draft, high-velocity air conditioning systems, heavy-duty industrial applications, and vehicular tunnel application where low operating cost and quiet operation mean more than first cost.

A graph of the certified horsepower, efficiency, and pressure ratings of airfoil fans is presented and the design features which contribute to these ratings are discussed. Brief descriptions of each of the five classes of fans available give maximum wheel speeds, total pressures, and volume ranges for each class.

Construction features of housings, wheels and shafts, and bearings of heavy-duty airfoil fans are discussed with emphasis on the special manufacturing processes involved in their fabrication.

The booklet (Catalog 1320) also includes a special section on the optional "Inlet Vane Control"—a system of movable vanes which is said to effect major power savings at reduced loads by controlling the output of the fan.

Catalog Describes Series Of Henry Ammonia Valves

KEY NO. O-541

MELROSE PARK, Ill.—A catalog covering a series of newly designed valves developed by the Henry Valve Co. here for use in agricultural fertilization and in industrial applications where ammonia and other gases non-corrosive to steel are used has been issued by Henry Valve. The publication is labeled Catalog No. 801.

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DEPENDABLE REFRIGERATION SINCE 1893
FRICK & CO. WAYNESBORO, PENNA.

Bulletin Describes Webber Industrial Freezer Line

KEY NO. O-542

INDIANAPOLIS—Information on industrial freezers as well as complete temperature range testing units developed and manufactured by the Industrial Freezer Div., Webber Appliance Co., Inc. here, is now available in an 8-page folder.

Included is information on performance characteristics, sizes, temperature range, and applications regarding the industrial freezers and complete range testing units manufactured by Webber.

Webber units perform low temperatures to -165° F. and on heat range to 350° F. Twelve models are illustrated with complete information regarding 36 standard models.

'Which Freezer Should We Buy?' Helps Buyer Decide

KEY NO. O-543

DEERFIELD, Mich.—A new booklet entitled "Which Type Freezer Should We Buy?" has been issued recently by Revco, Inc. here.

In this booklet, said J. H. Overmeyer, vice president in charge of sales, "we at Revco have attempted to present the true facts about freezers for the general good of the public and the freezer industry. It has been our observation that exaggerated claims for either type (chest and upright) have tended to confuse rather than enlighten the customer."

The pocket-size booklet covers such subjects as floor space, storage capacity and arrangement, convenience and accessibility, price per cu. ft., operating efficiency, fast freezing, insulation, non-sweating, defrosting, weight distribution, signal systems, and service.

It discusses the question of how large a freezer to buy and provides a "buyer's check list" of questions to ask the dealer.

Servel Air Conditioning Booklet In 2nd Printing

KEY NO. O-544

EVANSVILLE, Ind.—"Fourth Dimension of the Modern Home," a booklet produced by Servel, Inc. to help the public understand air conditioning in the light of recent advances, is going into a reprinting after an initial run of 50,000 copies.

The 20-page four-color booklet stresses the advantages and importance of an "ideal indoor climate"—a home's "fourth dimension"—and describes Servel's All-Year air conditioning.

The booklet is being mailed by Servel from Evansville in answer to coupons clipped from the company's national magazine advertisements on the 3.3-ton All-Year air conditioner, which is priced at \$1,395, delivered to distributor's city.

Copies also will be distributed at company exhibits at conventions and home shows.

Tenneyzphere Altitude Chambers Described

KEY NO. O-545

NEWARK, N. J.—Tenney Engineering, Inc., announces a new four-page bulletin on its standard line of "Tenneyzphere" altitude chambers. The bulletin covers test chambers for simulating altitudes from sea level to approximately 80,000 ft.; temperatures from -100° F to +200° F; and relative humidities from 20% to 90%.

It includes performance data, standard and special features, specifications giving sizes and operating characteristics of all standard models, and chamber construction information.

Also included are six illustrations showing both inside and outside views of different size chambers and the instrument control panels which make it possible automatically to cycle test conditions.

Fiberglas Booklet Details New Installation Methods

KEY NO. O-546

TOLEDO—New dry wall installation methods for "Fiberglas" cold storage insulation are described and illustrated in a 16-page booklet just issued by Owens-Corning Fiberglas Corp.

The booklet outlines in detail the three dry wall methods for insulating freezer rooms as well as the traditional hot dip method.

Fiberglas insulation may be held in place on side walls by wooden studs, metal clips, or a combination of the two, thus reducing installation costs and eliminating fire hazards usually associated with hot asphalt applications, it is pointed out.

Design details for Fiberglas roof and floor insulation also are given in the brochure.

Spec Sheet Covers Packaged Industrial Dehumidifiers

KEY NO. O-547

ALEXANDRIA, Va.—A new specification sheet covering all industrial "packaged" dehumidifying units manufactured by Dryomatic Corp. has been issued by the company.

Described in the bulletin are Model 100, for controlling humidity in up to 25,000 cu. ft. of enclosed space; Model 25CT, for up to 10,000 cu. ft. of enclosed space, with provision for maintenance of extremely low humidity conditions; and Model 20, capable of controlling humidities in up to 7,500 cu. ft. of enclosed space. Dryomatic also manufactures special units on order.

Watson, Furlong, Ulmer Head New GECC Offices

I-H Names New Outlets In Columbus and Pittsburgh

CHICAGO—Appointment of two new distributors to handle International Harvester refrigerators, freezers, air conditioners, and dehumidifiers has been announced here by R. H. Burnside, assistant manager of Harvester's general sales department.

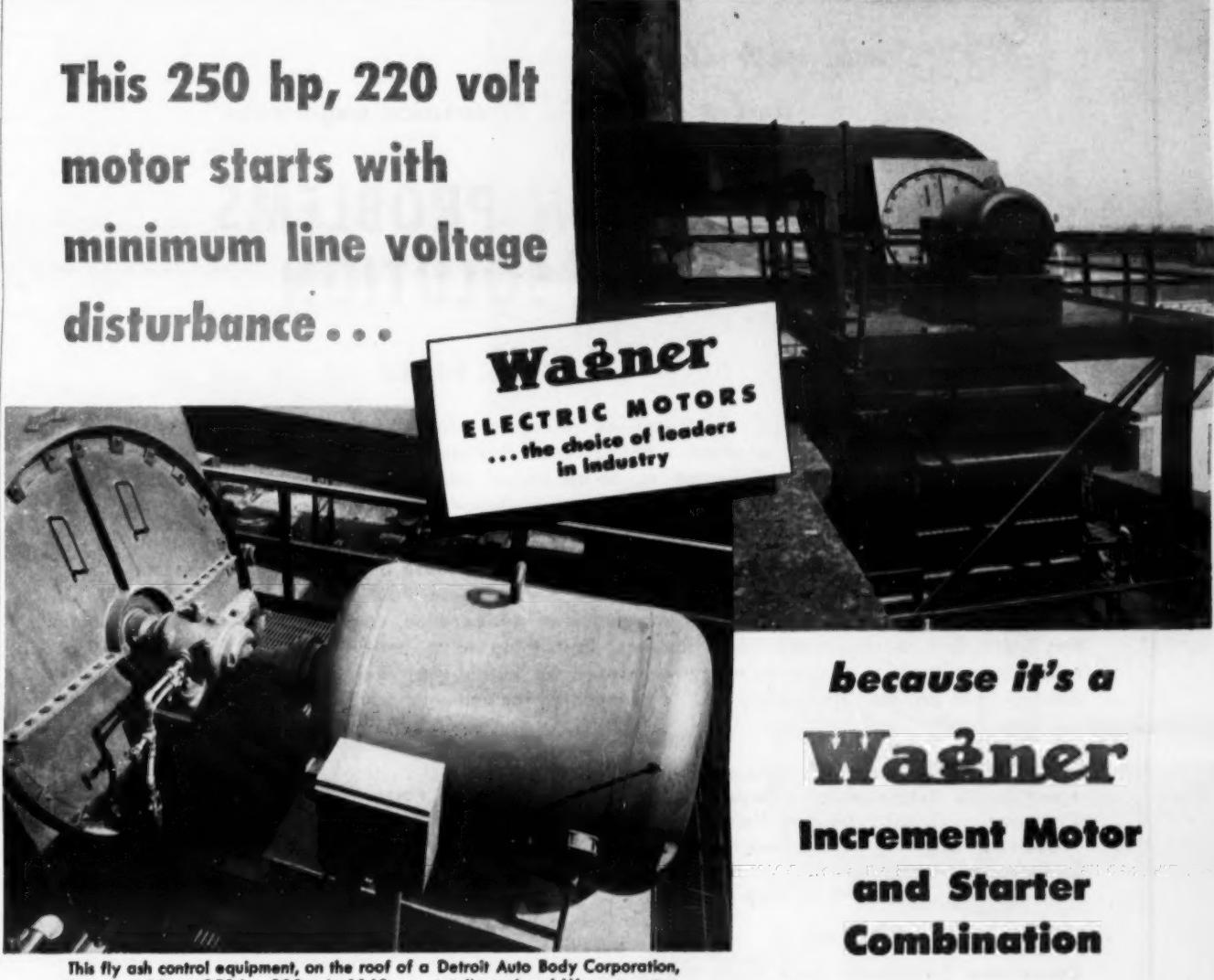
HASCO (Home Accessories Service Co.) will distribute the I-H products in the Columbus, Ohio, area formerly serviced by the Kane Co. and Television & Appliance Distributors Co. of Pittsburgh will handle the products of 31 companies of the Tri-State area. J. A. Williams Co. of Pittsburgh previously serviced this territory, according to International Harvester.

HASCO is headed by H. L. Klein of Columbus, and the manager of the company is Mark P. Lintner, who has had over 20 years of appliance distributing experience. The company, in addition to distributing I-H products, also manufactures and distributes aluminum doors, windows, shade screen, and other similar products.

The new I-H Pittsburgh distributorship, headed by W. K. Scott and W. G. Sowash, is located in the Pitt-Penn Terminal building, a new public warehouse which is said to boast of the latest type of loading facilities.

Television & Appliance Distributors Co. also handles Stewart-Warner radios and television and Temco gas heaters and dryers in addition to various International Harvester products.

This 250 hp, 220 volt motor starts with minimum line voltage disturbance . . .



This fly ash control equipment, on the roof of a Detroit Auto Body Corporation, is powered by a 250 hp, 220 volt, 1160 rpm, totally-enclosed Wagner motor.

because it's a
Wagner
Increment Motor
and Starter
Combination

current to values that are acceptable to most power companies for all or parts of their distribution systems.

When you standardize on Wagner Motors—you get the advantages of a liberal warranty . . . of nationwide service facilities, with on-the-spot service, replacement motors and parts available from 25 Wagner-owned Service Branches and more than 750 Authorized Service Stations. You can choose from a wide variety of types and sizes (from 1/125 to 400 hp.) Bulletin MU-185 gives complete information—write for your copy. Bulletin MU-128 gives full information on Wagner Increment Motor and Starter Combinations.

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6441 Plymouth Ave., St. Louis 14, Mo., U.S.A.

ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES
AUTOMOTIVE BRAKE SYSTEMS • AIR AND HYDRAULIC

BRANCHES IN 32 PRINCIPAL CITIES

What Was New

At the Restaurant Show

HAROLD KAIN, recently appointed sales manager for Koch Refrigerators keeps an eye on model Lorrie Winger through the new Koch 45 cu. ft. pass-through refrigerator. The box is a standard temperature refrigerator operating off a remote condensing unit. It is equipped with trays and slides for salads and pastries.



R. J. LOUDON points out his new self-contained low-temperature panel unit with automatic hot gas defrosting. These units come ready to plug into any 220-volt unit and automatically maintain temperatures from 0 to -10° F.



NORRIS DISPENSERS has devised a new type milk can for its self-contained bulk milk dispenser. Here Mrs. R. W. Sjorstrand demonstrates the new arrangement.

More Coming
More pictures of products displayed at the National Restaurant Show in Chicago's Navy Pier this month will appear in succeeding issues of the NEWS.

RESTAURANT & BAR EQUIPMENT



EBCO's double arm, 25 gal. per hour restaurant and cafeteria water cooler gets a workout from Donna Kime and Jane Casey. Oasis model OC25W, it is self-contained with a 1/4-hp. hermetically sealed refrigeration unit. It contains a pre-cooler and is intended for island or in-line installation.

"Easily understandable... and a great aid to service engineers"

REFRIGERATION PROBLEMS AND THEIR SOLUTION

by Paul Reed



Handy, practical, reference information for the refrigeration service engineer, "Refrigeration Problems and Their Solution" is written and illustrated so as to be of interest to salesmen, users, and others who want a fuller knowledge of refrigeration.

You'll like the way Paul Reed has organized his material . . . and he writes clearly, making these books easy to understand and a pleasure to read. And because Paul Reed has such a wealth of practical knowledge of refrigeration, and years of experience behind him, you'll find reading these books the next best thing to a person-to-person chat about your refrigeration problems. Conveniently cross-indexed for instant use, "Refrigeration Problems and Their Solution" can provide "the missing link" in your search for authentic advice on "how to make it work."

VOLUME 1

Measuring Temperature; What Heat Is; Temperature-Pressure Relationships; Components In the Compression Cycle; Expansion Valves and Their Properties; Capillary Tube; Float Valves; Heat Exchangers; Oil-Refrigerant Mixtures; Control Settings; Air Circulation; Multiple Systems; etc.

VOLUME 2

Condensers; Compressor Shaft Seals; Defrosting Evaporators; Compressor Oil; Charging Refrigerant; Humidity and Air Circulation; Carbon Dioxide; Use of Gauges; Trouble-Shooting; Preventive Maintenance; Control of Moisture; Leaks; Care of V-Belts; Lapping Seals, Plates; Service Charts.

VOLUME 3

Lost Time and Short Cuts; Refrigerants and Tables; Mollier Chart; Two and Three Stage Compression; Leaks and Moisture; Electric Currents; Single and Three Phase Systems; Motor Troubles; etc.

VOLUME 4

Cleaning Parts Before Repair; Compressor Noise; Compressors In Parallel; Frozen Compressors; Service Problems; Overloaded Motors; Making Money In the Service Business; Absorption; Evaporative Cooling; The Heat Pump; Comparative Cost of Fuels.

VOLUME 5

The Oil Cycle; Oil Slugging; Copper Plating; Properties of Water Important In Cooling; Railcar Refrigeration; Safety In the Field of Service Work; Mystery of the Hidden Moisture; Mystery of the Missing B.T.U.'s.

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ICE-CUBER

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**FIVE
ICE-FLO
MODELS**

Sizes from $\frac{1}{2}$ h.p. to $\frac{1}{2}$ h.p. The smallest makes 2500 deluxe size cubes daily. The largest delivers 10,000 per day. Pull out storage cabinets hold from 8 to 12 hrs. production.

THE ORIGINAL Solid-Cube Ice Maker for Hotels, Restaurants, Clubs, Bars, Cafeterias, Schools, Hospitals, Institutions, Drug and Chain Stores.

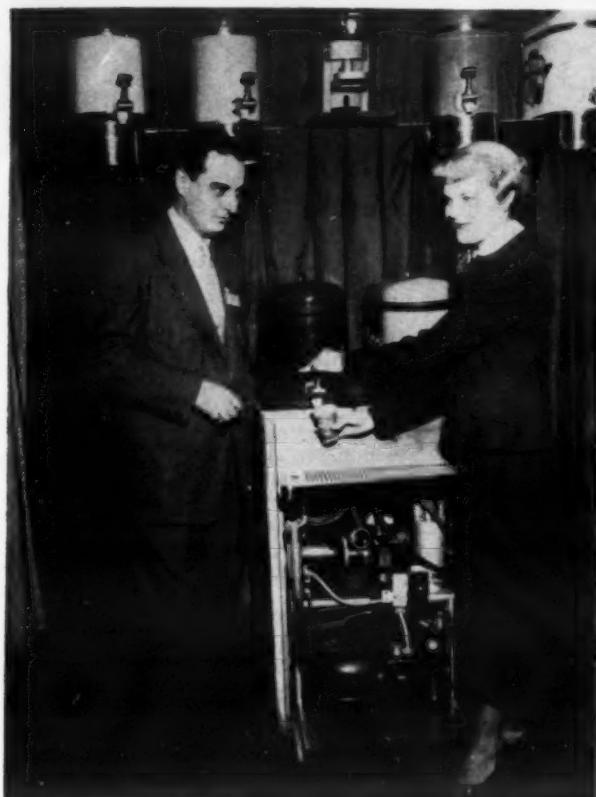
A DOOR-OPENER to better ice service, Ice-Flo automatically produces sparkling clear, solid, extra-large ice cubes in quantity at point of use. They neither melt nor stick together. Freezing compartment is self-cleaning. Cubes last longer in drinks and in storage because they are solid.

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WRITE FOR



DETAILED INFORMATION

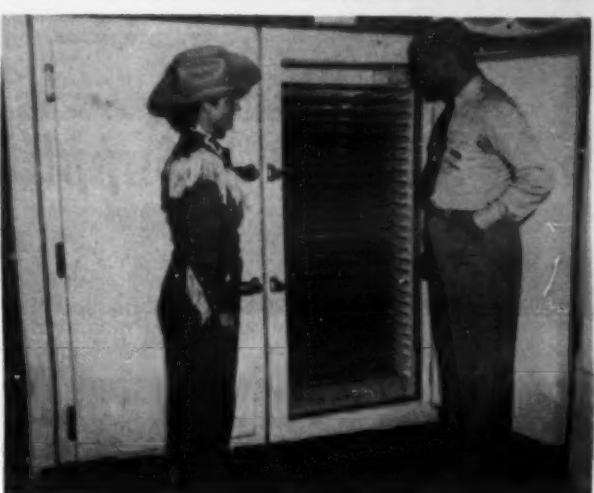
Esmond Manufacturing Company
ESMOND RHODE ISLAND



LEFT: HEAD of newly introduced self-contained Selmix dispenser is refrigerated by a direct expansion system instead of the usual ice bath. Billie Jo Rohrer tests effectiveness of new design as Arthur Freedman, Selmix sales manager, looks on.



MALTEDS or milk shakes can be made in 6 to 8 seconds instead of the usual 2 to 3 minutes with a Sweden freezer, demonstrates Betty Moss. Food pedal controls flow of neutral "soft" mix.



RIGHT: DETAILS of the Wilson sectional bakery freezers using forced air and automatic defrost interest Mr. and Mrs. A. Joseph Sullivan, who obviously are from Texas, Dallas to be exact.



"LADY JORDON" is the name of the 30 cu. ft. freezer shown here and not the girl. Her name is Yvonne Prazak and she hails from Berwyn, Ill. Lady Jordan features all aluminum interior, juice shelf, four freezer plate shelves, dry storage bin at bottom, and "Seal-O-Matic" door.



ABOVE: AUTOMATIC defrosting (Kramer Thermobank) is a special feature of this 35 cu. ft. upright freezer introduced by Sta-Kold Products Division, Victory Metal Mfg. Co. for restaurants, bakeries, etc. A $\frac{1}{2}$ -hp. hermetic unit in lower compartment, explains LouBee Breakey, makes freezer self-contained. Note pan racks.



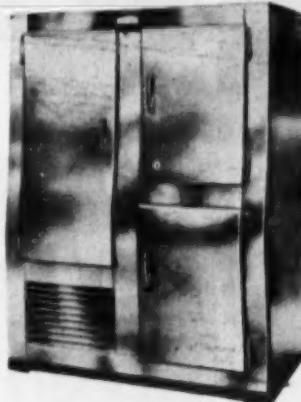
LEFT: REMOTE packaged "Sodamaster" which holds the equivalent of 75 cases is intended for installation in walk-in cooler. Orie Schow (left) of Carbonic Dispenser, Inc., explains to George Burrous, Indianapolis amusement park operator.



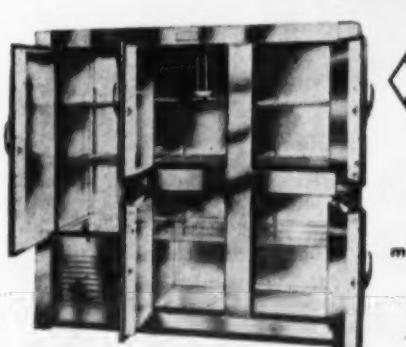
INTRODUCING the new "Hudson" line of reach-in refrigerators, made by McCall Refrigerator Corp., is this 20 cu. ft. reach-in box. Stainless steel front with aluminum interior and sides, top, and back, are to be the mark of the Hudson line. McCall says it will be offered at lower price than white finish. Donna Kime helps draw attention to the new box.

Buy proven DEPENDABILITY!
Buy VALUE . . . Buy
STA-KOLD
STAINLESS STEEL
ALL-METAL CONSTRUCTED
COMMERCIAL REFRIGERATORS

Sturdily built, efficient and economical to operate, the STA-KOLD name assures you of dependability and long life at modest cost.



MODEL
RA-42-S
Self-Contained
Complete with
a $\frac{1}{2}$ H.P. hermetically sealed unit.



MODEL
RA-65-S
Self-Contained
Complete with
a $\frac{1}{2}$ H.P. hermetically sealed unit.

Models from 20 to 70 cu. ft.

CHOOSE FROM COMPLETE LINE OF STA-KOLD REFRIGERATORS
Remote, Self-Contained and Pass-Through



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CONTACT ACTION
makes **PENN**
FIRST CHOICE
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refrigeration
men

Recently introduced, the new PENN single-pole refrigeration control is winning the enthusiastic acclaim of refrigeration men. And, one of the big reasons is SNAPFLEX contact action!

Only PENN has this exclusive contact structure which provides "roll-wipe-snap" action on closing and opening. Result? No bounce . . . no closing arc . . . no welding of contacts. What does

this mean to you? Longer life and better performance than *any other* single pole refrigeration control available!

Learn more about this new Series 270 low-priced, single-pole control. Ask your wholesaler or write **Penn Controls, Inc., Goshen, Indiana**. Export Division: 13 E. 40th Street, New York 16, N.Y., U.S.A. In Canada: Penn Controls Limited, Toronto, Ontario.

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- ICE MAKER
SALES . . .**

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Stop service calls . . . keep out rust and sludge . . . open new doors to sales acceptance—with coolers, ice-makers, sell "Taste-Master"—checks chlorine, traps sediment; promotes service-free satisfaction with all water processing appliances. Write—

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FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES



Service & Supplies

Care and Methodical System Can Improve, Speed Up Appliance Repair Operations

"Method should be used in repairing appliances and since there are so many makes and models, I think you will find this way acceptable," says W. Tegner, veteran serviceman. "This way is especially suited to the shop that employs more than one man but even if only one man is employed he cannot be expected to remember where all the parts go on some appliance that he has never handled before."

"Before removing any parts, have a paper and pencil handy to make sketches and notes telling where each part goes. Number each part with a china marking pencil or a scribe. Use one or more muffin pans to put the parts in as you remove them."

"When a part is removed, mark it on your sketch and tell which side is up, right or left hand thread. Number the compartments in the pan also and on your sketch show just where each part is. It may be a good idea to have a jeweler's eye piece because

some pieces are small and it is hard to see the scribe marks with the naked eye."

"When removing parts, always use a screwdriver that fits snugly in the slot or a wrench that fits the nut tightly because a bad screwdriver may burr the screw or a bum wrench may round a nut so that it can't be used again and it is harder to get off."

"You will also find it convenient to have an assortment of nuts and bolts on hand because there are always some you wish to replace. You can get them at some auto supply store, hardware store or look in a mechanical magazine."

"Around and near heating elements you will find some screws or nuts that are stuck. These can be made free by putting a drop of kerosene or light mineral oil and letting it stand for 10 minutes or so. A small oil can filled with kerosene is very handy to have around. If the screw or nut is

still tight after applying the kerosene and waiting, tapping with a small hammer will usually help."

WATCH OUT FOR ADJUSTING SCREWS

"Always be sure that the screw you wish to remove does not have a nut on the other end, if it does, you will find that you can remove it a lot faster if you remove the nut first. Another thing to watch out for is that the screw you are attempting to remove is not an adjusting screw. If it is an adjustment, be sure to count the number of turns it takes to remove it."

"Put all this information down on your sketch so that you or anyone will have all the information the next time it is necessary to work on an appliance of this type."

"Sometimes you may run across a threaded ring that calls for a spanner wrench because there is no flat surface to use a regular wrench. You can get around this in a pinch by putting a couple of nuts or bolts in the slots or holes and using the type of wrench you have on hand."

"Gears are very often attached to the shaft with keys that fit slots in the shaft and may be slid off lengthwise with the shaft by tapping with a hammer. A word of warning: be sure the gear is not held fast by a set screw."

LOOK FOR STRAINED OR BROKEN PARTS

"When mechanical parts are removed, keep an eye open for strained or broken electric parts. Do not remove any more wires than you have to. Leave the parts hanging if you can."

"Greasy parts should be washed with a solvent and wiped dry. If you find some parts stuck that are supposed to move, you can polish them with sand paper or steel wool."

"When assembling a job, be sure that all parts that are supposed to move will do so freely and not hit something else. Shafts that rotate have to have a certain amount of clearance or end play even if only a couple of thousandths, or they may bind and if they are in a place where they may get warm, leave room for them to expand."

"Be sure that all parts are held tight by lock washers or cotter keys because pieces that fall off during operation may mean expensive repairs and may give you a bad reputation."

"A feeler gauge is another tool that you will find handy to have around because you will find many parts that have to have just the right clearance."

"After you have sketched and written down all the information on a piece of paper, paste or glue this piece of paper to a piece of cardboard and paint the front of it with a clear shellac. When this is dry, it may be filed away for future use by yourself or anyone else. It will be found that a lot of time can be saved on future jobs by simply referring to this sketch."

Bell & Gossett Appoints Henke Advertising Mgr.

CHICAGO—Harry R. Henke has been appointed advertising manager of Bell & Gossett Co., it was announced by R. E. Moore, vice president.

Henke, who joined the firm in 1949 as a member of the sales staff, succeeds Wendell S. Clough who recently joined the Ford Motor Co. in Detroit.

Prior to his career with Bell & Gossett Co., Henke was manufacturer's representative in Illinois, Wisconsin, and Indiana for the Gray-Mills Corp.

A graduate of Aeronautical university, Chicago, he also attended Northwestern and Dubuque universities. During World War II he was a member of the U. S. Marine Corps.

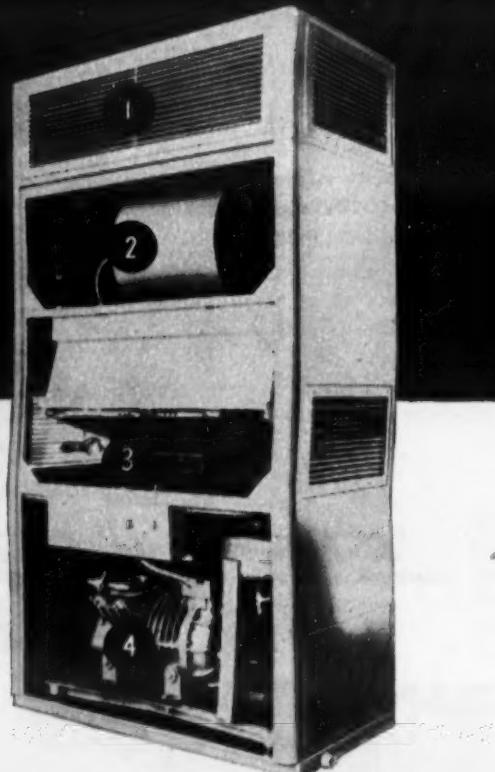
McNeff Named Admiral Sales Manager for Keps Electric

PITTSBURGH—With the company for three years, Jack McNeff, has been appointed sales manager, major appliances, Admiral Div., of the Keps Electric Co.

McNeff has been in the appliance sales field for 25 years. Prior to his work with the Keps Electric Co., he was division manager for the Detrex Corp. of Detroit.

AIR CONDITIONING UNITS HAVE TO BE RELIABLE...

Every time you recommend an air conditioning unit, you lay your reputation on the line. The unit has to meet the requirements of the job in each and every case. With BAKERAIER, constant, accurate output is assured by balanced functioning of all parts.



1 Plenum diffuses air in any direction by simple adjustment of louvers.

2 Slow speed, full air capacity of the Fan Section balances with

The Coil Section, in which a 5 row coil has ample surface to remove moisture and heat, balanced with

The quiet efficient Compressor Section where the controls are integrated for automatic operation and complete safety protection. For final protection the interlock relay prevents short cycling of the compressor unit.

These features cut installation and maintenance time costs: All water connections are run to an external panel, eliminating inconvenient internal connections. All electrical connections are integrated in one panel in front of the unit. All functional parts are easily accessible through the removable panels.

For further information, just write to:

BAKERAIER CORPORATION
South Windham, Maine
Offices in Principal Cities

HOW TO APPLY VALVES

By A-P Controls Corp., Milwaukee

This is the second in a series of articles devoted to various types of control valves which is based on excerpts from the new "Product Application Manual" prepared by the sales department of A-P Controls Corp. of Milwaukee and published with that company's permission.

Automatic Expansion Valves (2)

SELECTION OF AUTOMATIC SWITCH

Because of the constant low-side pressure which an automatic expansion valve maintains during the running phase of the refrigeration cycle, thermostatic (not low pressure) switches must be employed to cycle the refrigerating equipment.

Thermostatic switches with thermal bulb attached at the evaporator outlet represent the most satisfactory device for controlling the cycling of the refrigerating equipment employing this expansion device.

EVAPORATOR TEMPERATURE CONTROL

There are certain applications of refrigeration such as water coolers and room air conditioners which require close control of evaporator temperature. For these and similar applications automatic expansion valves are ideally suited.

With room air conditioners control of evaporator temperature is required as a means of controlling the removal of moisture from air circulating over the evaporator coil, control of humidity in the space being air conditioned being fully as important as proper control of temperature.

In the case of water-cooling equipment, the use of automatic expansion valves assure operation at a temperature above the freezing point of water to provide maximum cooling effect without danger of freeze-ups and the resulting damage to cooling equipment.

VALVE ADJUSTMENT

The adjustment of automatic expansion valves is important because of their control of evaporator pressure and, therefore, evaporator temperature. The A-P model 204C auto-

matic expansion valves can quickly be adjusted to maintain the proper low-side pressure without the necessity of employing a low pressure gauge. Markings on the adjusting stem indicate closely the pressure for which the valve may be set.

This type of adjustment effects a saving in time when making valve adjustments, and for most service and replacement work, settings made in accordance with the pressure scale on the model 204C adjusting stem will be well within the required limits of accuracy. When a very close setting is required or when a setting in the vacuum range is required, a low pressure gauge attached to the refrigerating system will indicate the exact valve setting.

With the model 204C valve, the approximate setting can be made by means of the scale on the adjusting stem, and a final setting made by reading the low pressure gauge. Again, the pressure scale on the valve stem will substantially reduce the time required for adjustment.

(To Be Continued)

Mercado Named Export Manager for Remington

AUBURN, N. Y.—Appointment of Carlos H. Mercado as export manager, air conditioning division, Remington Corp., was announced recently by Herbert L. Laube, president.

Mercado will supervise sales to importing distributors in some 60 countries around the world, said Laube, adding that Remington has exported air conditioners since 1937.

Experience gained in this market brought the development of the heavy-duty console type room conditioners which Remington started manufacturing for the domestic market in 1946, according to Laube.

He has travelled extensively in Latin America and left as export manager for E. F. Houghton Co. to join Remington.

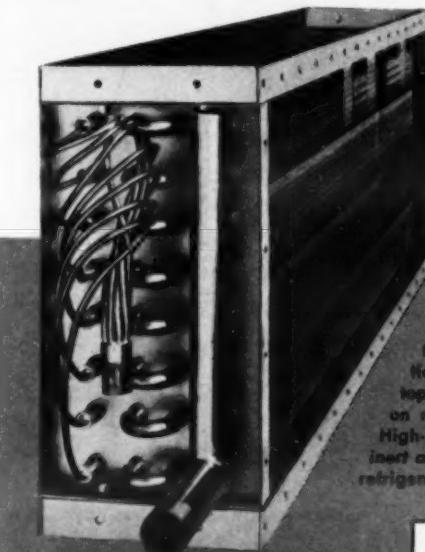
Throw out the fans!

I want...

Tenney



Standard 4-Row Air-Conditioning Coils, AC4 Series



5 capacities in 11 popular sizes with F-12, F-22 refrigerants.

for stores, homes, and offices...where built-up systems are used with duct distribution.

1. $\frac{5}{8}$ " O. D. copper tubing. 2. "Faceted fins" of faceted-surface aluminum for greater heat transfer and dehumidification efficiency. 3. Heavy-gauge steel end, top, and bottom plates (aluminum available on request). 4. All copper suction headers. 5. High-temperature hard solder tube joints with inert atmosphere inside tubes for clean scale-free refrigerant passes.

| Model No. | Nom. Tons | Finned Lghth. Hgt. | Dimensions | | | Face Area | Recom. CFM. | |
|-----------|-----------|--------------------|------------|--------|--------|-----------|-------------|------|
| | | | A | B | C | | | |
| AC4-2A | 2 | 29" | 7 1/2" | 3 1/4" | 1 1/4" | 2" | 1.51 | 750 |
| AC4-2B | 2 | 30" | 11 1/4" | 3 1/4" | 1 1/4" | 2" | 1.56 | 750 |
| AC4-3A | 3 | 29" | 11 1/4" | 3 1/4" | 1 1/4" | 2" | 2.27 | 1125 |
| AC4-3B | 3 | 27" | 15" | 3 1/4" | 1" | 1 1/2" | 2.29 | 1125 |
| AC4-5A | 5 | 36" | 15" | 4" | 1" | 1 1/2" | 3.75 | 1875 |

Complete range of models and sizes

| | | | | | | | | |
|-------------|-------|-----|---------|--------|--------|--------|------|------|
| AC4-7 1/2 B | 7 1/2 | 43" | 18 1/2" | 4 1/2" | 2 1/2" | 1" | 5.40 | 2800 |
| AC4-7 1/2 C | 7 1/2 | 36" | 22 1/2" | 4 1/2" | 1 1/2" | 1 1/2" | 5.43 | 2800 |
| AC4-10A | 10 | 58" | 18 1/2" | 4 1/2" | 2 1/2" | 1 1/2" | 7.56 | 3750 |
| AC4-10B | 10 | 48" | 22 1/2" | 4 1/2" | 3 1/2" | 1 1/2" | 7.50 | 3750 |

No matter what your refrigeration problem...there's a Tenney unit to solve it. Tell us yours and we'll show you how. Tenney Engineering, Inc., Dept. E, 26 Ave. B, Newark, N. J.

Manufacturers of Automatic Temperature, Humidity, and Pressure Control Equipment

Tenney
ENGINEERING, INCORPORATED



THIS CHART, hanging in the office of Perry Winokur, Amana-Chicago sales manager, reminds his salesmen of an important point in helping dealers sell freezers: "Don't forget the retail salesman."



DELIVERY TRUCK DRIVERS play an important role in helping sell freezers, believes Winokur, who conducts regular classes to teach them the answers to questions the housewife is most likely to ask when her freezer is delivered. They are also taught how to remove the freezer door when necessary, set the controls, turn on the freezer, and what type of current outlet to plug the cord into. When they have learned all this, then Winokur invites them to sell freezers in their off time to make extra money.



try and cram all of them down the dealer's throat. The salesman should look over the dealer's operation and find out the places where the dealer is weak. Then he should offer his help on those points to strengthen the dealer's over-all operation.

Distributor Salesman Should Be a Sales Manager

Most important of all, the distributor salesman should be the sales manager for his territory and the sales manager for each individual dealer. He should constantly analyze his territory to determine if he has enough dealers, too many dealers, and the right dealers.

As sales manager for the dealer, he should help him recruit good salesmen, and then help him train them.

To do this, Amana-Chicago has set up a regular schooling program, where salesmen trainees are taught to sell Amana freezers in classroom work and then are sent out with distributor salesmen, who show by example how sales are made through canvassing.

Three Steps of Freezer Selling

They are taught the three steps in selling a freezer, none of which, according to Winokur, can be neglected. These steps are to explain why the prospect should own a freezer (tell the benefits), why he should own an Amana freezer (brand superiority), and why he should own a freezer now.

The prospect has to be told why he should own any freezer before he can be convinced that he should own your brand of freezer, Winokur said. Too many dealers lose sales because they assume that prospects know about freezers and start right out trying to sell them on brand. All this does is confuse the prospect.

"The man who says there is no such thing as dealer loyalty is the man who never inspired any," declares Winokur. "Ask the real expert in your organization. He is the top salesman in your last contest, the top salesman on the slow moving

items, and the man who unintentionally sold an item which developed trouble, but kept his dealer. The loyal dealer will go with you further and stay with you longer."

Winokur concluded, "Helping the dealer sell is hard work, but it produces sales."

Amana Names McCorkle Sales Training Specialist

ATLANTA — Appointment of W. Joe McCorkle as sales training specialist for Amana freezers in the southeastern United States was announced recently by W. J. Dickinson, sales training director, Amana Refrigeration, Inc.

In this capacity, McCorkle will conduct sectional group training meetings for Amana dealers and their sales organizations. Particular emphasis will be placed on the training of the many new Amana freezer dealers in the firm's southeastern territory.

Until recently he was engaged in conducting educational and sales training clinics.

IAEL Appoints G. L. Logan Chairman of Western Div.

NEW YORK CITY—The International Association of Electrical Leagues announced recently that Glen L. Logan, managing director of the Electric League of Los Angeles, Inc., has been elected chairman of Division IV constituting representation of leagues in the 11 western states.

Logan was also named a member of the board of governors of IAEL for the ensuing year.

Helping the Dealer Sell

If the Dealer Can't Sell Freezers, It's the Distributor's Fault, Says Perry Winokur; Here Are the Steps He Uses to Promote Sales

By George M. Hanning

CHICAGO—"I'm sick and tired of hearing factory men and distributors complain that dealers don't know how to sell home freezers. If they don't know how to sell freezers, whose fault is it? The distributor. He's the one who has the responsibility of teaching the dealer how to sell."

So says Perry Winokur, sales manager for Amana-Chicago, Inc., who has built up a successful freezer selling organization in less than a year.

"Some people say that the distributor's function is to warehouse merchandise for the dealer. I don't believe that is what a manufacturer wants distributors for. He wants them to distribute his goods, not warehouse them. He wants his merchandise moving out in an even flow.

"It is part of the distributor's job to see that freezers do move out that way," said the 30-year old sales manager.

Distributor Doesn't Know Retailer's Problems'

A recent survey made by the Gourfain-Cobb Advertising agency (A. S. Gourfain, Jr. is president of the agency and also of Amana-Chicago, Inc.) shows that the dealer's No. 1 gripe is "The distributor salesman doesn't know the retailer's problems."

So Winokur places special emphasis on teaching his own salesmen how to help the dealer with his problems—especially how to sell.

"The distributor salesman," Winokur tells his men, "is the link between factory and consumer who gets the product and selling information to the dealer. The dealer has his problems. He is sales manager, merchandising manager, window trimmer, credit man, stock control manager, and service manager, all rolled into one. You can help him."

Winokur tells the men, "If you don't have the answers to the dealer's problems, ask your sales manager, your fellow salesmen, and your top dealers. If they know, they will be glad to tell you."

Gain Dealer's Confidence

When the distributor salesman gets the dealer's confidence, then he can help that dealer to sell, Winokur said.

First of all, he must get the freezer display seen by passers-by. So get the dealer to trim his window with eye—

catching display material. And if he is too busy or lazy to put in the window display, do it for him.

Winokur argues that if a dealer is too lazy to put in a window display, then he will be too lazy to take it out, giving the salesman's products the advantage of continuous exposure.

Distributor salesmen can also help the dealer sell by making friends with the dealer's salesmen. Pass on to them product information and give them at least one hot sales idea on every call.

The line they will push, Winokur believes, is not the lowest priced line or the biggest name line. It will be the line they know the most about and therefore is the easiest to sell. The salesman likes to sound like an expert before his customer. He feels more confident and at ease when talking about something he knows thoroughly.

Help Him Keep Up with Current Trends

Another assist the distributor salesman can give the dealer is to help him keep abreast of current business trends.

"I am a firm believer in trade papers," Winokur said. "I subscribe to them all and read them regularly. When I find an article that backs up a point I am trying to make or gives me a new sales idea, I circle it and call it to the attention of my dealers."

"Dealers are often so busy they don't get time to read their trade papers regularly. So when I mark these articles and bring them to a dealer's attention, I give him the impression that I am doing something specifically for him."

"And this helps me a lot because I am so young. Many times when I contact older dealers who have been in the business for years, they resent the fact that I am trying to tell them how to sell. They feel that they have forgotten more than I ever knew. Which is probably true."

Trade Papers Are Banks Of Experience

"So when I can show them things in the trade papers, it is not me that is trying to tell them something. These ideas come from the experience of other dealers who have tried them successfully, or from authorities dealers respect. Trade papers have been a big help to me."

Winokur's salesmen are also instructed to help the dealer set up a sound and an attractive time-payment plan. They are required to know the different local plans intimately and to help each dealer set up the arrangement best for him. They even go so far as to make appointments for the dealer with bankers and go with him to discuss his problems with the bank.

Amana-Chicago salesmen also help dealers sell by arranging product information meetings where training films are shown, the films discussed with the dealer's salesmen, product features are demonstrated, and special dealer events are arranged.

Look for the Weak Spots

While the distributor salesman is prepared to do all these things for his dealers, he is instructed not to

TYphoon Air Conditioning

ENGINEERED FOR EVERY NEED
PRICED FOR EVERY BUDGET

- Air Conditioning Units 1½-20 tons
- Multi-Packaged Systems Up to 60 tons
- Prop-R-Temp Heat Pumps 2-20 tons
- Evaporative Condensers
- Packaged Water Chillers

TYPHOON AIR CONDITIONING CO., Inc.
794 Union Street, Brooklyn 15, N. Y.

Design Engineers SECURITY

Expansion of York Corporation calls for high-caliber Design Engineers. Work will consist of pioneering development of components for air conditioning and refrigeration, application of these components to packaged units. We also require the services of an engineer for advanced work in hermetic compressor design. Inside, outside contacts. Location: York, Pa. If you can meet these requirements, we want to see you:

- Design engineer, B.S. or equal, mechanical engineering.
- At least 8 years design work, mechanical or electrical engineering. Man for hermetic compressor design should also have minimum of 5 years design of reciprocating compressors or internal combustion engines. Background in electrical motors and controls helpful.
- High degree of analytical judgment, creative ability.
- Able to supervise work of design draftsmen, and able to perform this work yourself.
- Thorough knowledge of tools and shop processes.

Working conditions, and chances for advancement with this leader in a rapidly-growing industry are excellent. Write to—Ralph G. Meisenhelder, Manager, Employment and Placement, York Corporation, York, Pennsylvania.



ANSUL T-FLO DRIER

WITH

ANDRITE

THE HIGH-SPEED DESICCANT

Picks up moisture faster...

holds more moisture longer...

than any other type or form of desiccant or refrigerant drier.



ANSUL
Chemical Company

REFRIGERATION DIVISION • MARINETTE, WISCONSIN

MANUFACTURERS OF REFRIGERATION PRODUCTS, INDUSTRIAL AND FINE CHEMICALS, LIQUEFIED GASES AND FIRE EXTINGUISHING EQUIPMENT

Admiral

Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.

| Model No. | 11CUF | 13CHF | 17CHF | 20CHF | 19CUF4 | 19CUF6 | 27CUF6 |
|-------------------------------|---------|-------|-------|-------|---------|---------|---------|
| Chest or upright type | Upright | Chest | Chest | Chest | Upright | Upright | Upright |
| Separate freezing section? | No | Yes | Yes | Yes | No | No | No |
| DIMENSIONS (In Inches) | | | | | | | |
| Interior: Height | 49½ | 28¾ | 13½ | 28¾ | 13½ | 48½ | 48½ |
| Width | 23¾ | 31½ | 14½ | 42½ | 14½ | 28¾ | 28¾ |
| Depth | 17½ | 20¾ | 20¾ | 20¾ | 20¾ | 23¾ | 30 |
| Exterior: Height | 60 | 35½ | 35½ | 35½ | 68½ | 68½ | 70½ |
| Width | 30% | 53½ | 64½ | 76½ | 36 | 36 | 48½ |
| Depth | 30% | 32½ | 32½ | 32½ | 31½ | 31½ | 32½ |

*Regular storage compartment. †Sharp freeze compartment.

CAPACITY (In Cu. Ft.)

| Total | 11.0 | 13.2 | 16.8 | 20.0 | 19.0 | 19.0 | 27.4 |
|-------------------------|------|------|------|------|------|------|------|
| Freezing compartment(s) | 2.2 | 2.2 | 2.2 | 2.2 | — | — | — |
| Storage compartment(s) | 11.0 | 14.6 | 17.8 | 17.8 | — | — | — |

INTERIOR EQUIPMENT

| Partitions (No.) | 1 | 1 | 1 | — | — | — | — |
|------------------|----|-----|-----|-----|-----|-----|-----|
| Shelves (No.) | 5 | — | — | 3 | 3 | 3 | — |
| Baskets (No.) | 1 | 2 | 2 | 2 | — | — | — |
| Wire separators | — | 4 | 4 | 4 | — | — | — |
| Light | No | Yes | Yes | Yes | Yes | Yes | Yes |
| Thermometer | No | Yes | Yes | Yes | Yes | Yes | Yes |

INSULATION

| Kind | Balsam Wool | — | Fiberglas | — | — | — | — |
|-------------------------------|-------------|---|-----------|---|----|----|----|
| Thickness: (In Inches) | | | | | | | |
| Top | 3½ | 3 | 3 | 3 | 3½ | 3½ | 3½ |
| Sides | 3½ | 3 | 3 | 3 | 3½ | 3½ | 3½ |
| Bottom | 4 | 3 | 3 | 3 | 3½ | 3½ | 3½ |
| Door (upright models) | 3 | — | — | — | 3½ | 3½ | 3½ |

LIDS OR DOORS

| Outer doors or lids (No.) | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
|-------------------------------|-----|-----|-----|-----|-----|-----|-----|
| Provision for locking? | | | | | | | |
| No | Yes |

WEIGHT (Lbs.)

| Shipping | 352 | 435 | 468 | 557 | 465 | 475 | 575 |
|----------|-----|-----|-----|-----|-----|-----|-----|
|----------|-----|-----|-----|-----|-----|-----|-----|

| PRICE, suggested retail | \$429.95 | \$449.95 | \$499.95 | \$599.95 | \$649.95 | \$699.95 | \$699.95 |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|
|-------------------------|----------|----------|----------|----------|----------|----------|----------|

REFRIGERATION EQUIPMENT

| | | | | | | | |
|------------------------------------|---------------|----|------------------------|---|---|---|---|
| Cooling method—Chest models... Yes | 11CUF, 11CUFL | — | — | — | — | — | — |
| 11CUF, 11CUFL | — | No | 19CUF4, 19CUF6, 27CUF6 | Partial freezing coils on top and bottom of liner | — | — | — |
| 19CUF4, 19CUF6, 27CUF6 | — | — | — | — | — | — | — |
| 19CUF4, 19CUF6, 27CUF6 | — | — | — | — | — | — | — |
| 19CUF4, 19CUF6, 27CUF6 | — | — | — | — | — | — | — |

| | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|
| Total sq. ft. of refrigerated surface exposed to food compartment—11CUF, 11CUFL | 12.4; | 12.4; | 12.4; | 12.4; | 12.4; | 12.4; | 12.4; |
| 11CUF, 11CUFL | — | — | — | — | — | — | — |
| 19CUF4, 19CUF6, 27CUF6 | — | — | — | — | — | — | — |
| 19CUF4, 19CUF6, 27CUF6 | — | — | — | — | — | — | — |
| 19CUF4, 19CUF6, 27CUF6 | — | — | — | — | — | — | — |

| | | | | | | | |
|--|----------|---|---|---|---|---|---|
| Compressor: | Tecumseh | — | — | — | — | — | — |
| Make | Tecumseh | — | — | — | — | — | — |
| Sealed | Yes | — | — | — | — | — | — |
| | | | | | | | |
| Location—11CUF, 11CUFL...Top breaker strip | — | — | — | — | — | — | — |

| | | | | | | | |
|--|---|---|---|---|---|---|---|
| Chest type....Front of cabinet | — | — | — | — | — | — | — |
| All others....Inside unit compartment door | — | — | — | — | — | — | — |
| Condenser: Type | — | — | — | — | — | — | — |
| Finned....19CUF4, 19CUF6, 27CUF6 | — | — | — | — | — | — | — |
| Wrap around.....Chest models | — | — | — | — | — | — | — |
| Stack—11CUF, 11CUFL..Extruded metal | — | — | — | — | — | — | — |
| Forced convection.....19CUF4, 19CUF6, 27CUF6 | — | — | — | — | — | — | — |
| Natural convection.....11CUF, 11CUFL, and chest models | — | — | — | — | — | — | — |
| Warning device.....Light | — | — | — | — | — | — | — |
| 11CUF, 11CUFL, and all chest models | — | — | — | — | — | — | — |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Interior liner.....11CUF, 11CUFL | — | — | — | — | — | — | — |
| White porcelain enamel | — | — | — | — | — | — | — |
| 13CHF, 17CHF, 20CHF.....Glacier blue baked enamel | — | — | — | — | — | — | — |
| 19CUF4, 19CUF6, 27CUF6....Aluminum | — | — | — | — | — | — | — |

| | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| PROTECTION PLAN | — | — | — | — | — | — | — |

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Miami Beach Creates Post Of Conditioning Inspector

MIAMI BEACH—This city recently held its first open competitive examination for the newly-classified position of air conditioning inspector.

The city was seeking a man with a high school education and 10 years' experience, or a college degree in mechanical or electrical engineering, plus five years' experience. The person who gets the job will be paid \$400 a month plus \$35 a month cost of living bonus.

O. M. Pushkin, chief building inspector, claims Miami Beach has more air conditioning units per capita than any equivalent area in the country. Fort Worth, Dallas, and Houston areas were said to be second to this city in such units.

Plan Air Conditioning for Big Miami Beach Motel

MIAMI BEACH, Fla.—Ben B. Gaines, Miami Beach investor and former owner with Jack Dempsey of the Dempsey-Vanderbilt hotel, has announced plans for a \$1,500,000 air conditioned motel development at Collins Ave and 183rd St.

Gaines said the new motel, to be known as The Sahara, will occupy a site fronting 300 ft. on the ocean and extending 500 ft. westward to Collins (State Road A1A).

The motel will have 144 rooms, each with a balcony and window view of the ocean. The whole building, including public rooms, coffee shop and dining room, and cocktail lounge will be air conditioned.

Branch In Trenton Opened By Allied Appliance Parts

TRENTON, N. J.—Allied Electric Appliance Parts, Inc., one of Philadelphia's largest wholesale distributors of electronic parts, recently celebrated its 25th anniversary by adding a third to its chain of stores in this area—a "One-Stop Parts House" at 333 S. Warren St. here, according to Frank Zuschlag, president.

The first and parent store of Allied is at 1320 W. Erie Ave. in Philadelphia. A West Philadelphia branch is located at 5916 Market St.

The new Trenton store will carry complete lines of refrigerator, air conditioning, washing machine, radio, television, and vacuum cleaner parts in its 4,000 sq. ft. of space. On opening day, the public was invited to enjoy "fun, food, and prizes."

NEMA Section Is Offering Freezer Kit for Teachers

NEW YORK CITY—The Farm and Home Freezer Section of the National Electrical Manufacturers Association is continuing to direct its promotion to the educational field this year, according to the group.

The section's trade paper advertising features the new freezer teaching kit consisting of full-color charts and a teacher's manual which tell the complete story of freezing food for preservation and the time and labor saved thereby.

In the first few weeks that the teaching kit was available, so many requests were received for it that a re-run was put on the press.

JUST ASK US!

Turn to "What's New" Page for useful information on new products.



MOLDED RENICAL DRYING FIBERGLAS DEPTH FILTERING
Check Super-Flo's amazing low price, for both original equipment and replacement, against ordinary dryers which do not have Super-Flo molded drying elements, massive fiberglas depth filters and spun-end copper shells. Available to the trade through wholesalers everywhere.

REMCO INCORPORATED
ZELIENOPLE, PA.

Manitowoc Establishes Food Warranty Policy

MANITOWOC, Wis.—Manitowoc distributors may now offer food spoilage insurance with the purchase of either model 14 or model 18-5 Manitowoc upright freezers, the company reported.

The insurance will cover all losses up to \$250 for a period of three years, according to Erie Brown, sales coordinator.

Manitowoc distributors determine whether they will offer the insurance to freezer purchasers. Certificates of insurance, which will be written by Employers Mutual Fire Insurance Co. of Wausau, Wis., can be issued on all 1953 models retroactively.

Claims for food spoilage damage will be handled directly by the Manitowoc freezer owner, and remittances will be made from the insurance company.

Wallin Will Cover South For United Refrigerator

NEW YORK CITY—The new "Four Freedoms Food Plan" of United Refrigerator Co. will be pioneered in six southern states by Charles "Chuck" Wallin, New Orleans manufacturers' agent, who has been associated with the company since 1949, it was announced recently.

Wallin has been a familiar figure to furniture dealers, hotel and restaurant owners, appliance dealers, suppliers, and other businessmen in the south for over six years. He is a manufacturers' agent for four other national manufacturers in addition to United, and covers Louisiana, Mississippi, Alabama, Florida, Georgia, and South Carolina.

Wallin attended Mercersburg Academy and the University of California. After getting his degree, he joined Dun & Bradstreet and worked for this firm until his enlistment in the U. S. Navy in World War II. He was a physical education instructor in the Navy aquatic warfare training-program under Gene Tunney, and also saw active service in the European theatre for two years.

Upon release from the armed forces, Wallin joined the brokerage firm of an uncle, Charles Cromwell, in New York. In 1947, he moved to Miami and then to New Orleans.

Remodeled Store Opens

UTICA, N. Y.—Lockner's remodeled appliance store has been opened at 305-309 Columbia St.

'52 Sales of Home & Farm Freezers by States By NEMA Firms

Sales of Electric Farm and Home Freezers—Complete By Distributors to Dealers—By States Summary for Year, 1952
18 Companies Reporting

| STATES | UNITS |
|----------------------|----------|
| Alabama | 7,182 |
| Arizona | 4,248 |
| Arkansas | 6,205 |
| California | 64,828 |
| Colorado | 6,776 |
| Connecticut | 4,092 |
| Delaware | 979 |
| District of Columbia | 4,733 |
| Florida | *7,605 |
| Georgia | 11,052 |
| Idaho | 3,085 |
| Illinois | 21,868 |
| Indiana | 13,661 |
| Iowa | 13,161 |
| Kansas | 7,947 |
| Kentucky | 6,422 |
| Louisiana | 11,186 |
| Maine | 1,971 |
| Maryland | 7,043 |
| Massachusetts | 6,815 |
| Michigan | 18,368 |
| Minnesota | 11,172 |
| Mississippi | 6,890 |
| Missouri | 16,874 |
| Montana | 3,907 |
| Nebraska | 9,205 |
| Nevada | 1,536 |
| New Hampshire | 1,001 |
| New Jersey | 14,466 |
| New Mexico | 2,415 |
| New York | *34,114 |
| North Carolina | 13,152 |
| North Dakota | 4,915 |
| Ohio | 26,417 |
| Oklahoma | 8,564 |
| Oregon | 8,207 |
| Pennsylvania | 27,146 |
| Rhode Island | 975 |
| South Carolina | 5,724 |
| South Dakota | 4,622 |
| Tennessee | 9,303 |
| Texas | 32,061 |
| Utah | 6,847 |
| Vermont | 748 |
| Virginia | 7,825 |
| Washington | 7,894 |
| West Virginia | 4,573 |
| Wisconsin | 10,790 |
| Wyoming | 2,063 |
| Total United States | *512,500 |

*Revised.



Government Contracts

Bureau of Ships, Washington, D. C. Humidity indicators, direct reading of the relative humidity of the ambient air. Reading to be given by means of a dial or pointer system which is operated with a human hair element to operate on a mechanical basis with no outside source of power. Scale to cover a range of 10 to 90 per cent relative humidity, with an accuracy of plus or minus 5 per cent relative humidity.

Purchasing and Contracting Officer, Redstone Arsenal, Huntsville, Alabama Furnishing all plant, labor, materials and equipment required for installation of air conditioning system in Building A-120, Redstone Arsenal, Huntsville, Alabama, all work shall be in strict accordance with applicable drawings and specs.

Purchasing and Contracting Office, Memphis General Depot, Memphis, Tennessee Install heating equipment

District Engineer, Tullahoma District, Corps of Engineers, P.O. Box 2091, Tullahoma, Tennessee Air conditioning of office spaces, shipping and receiving warehouse.

Philadelphia District Corps of Engineers, 1420 Walnut St., Philadelphia, Pennsylvania Refrigeration equipment, motor driven, Freon type.

General Services Administration General Services Administration, Business Service Center, 1114 Commerce St., Dallas, Texas

Pedestal drinking fountains 25 ea. FW-26751 3 Jun 53

Wall drinking fountains 2 ea. FW-26751 3 Jun 53

Refrigeration equipment consisting of the following:

Cooling unit 3 ea. FW-26717 4 Jun 53

Blowers 3 ea. FW-26717 4 Jun 53

Dryers 4 ea. FW-26717 4 Jun 53

Tubing, soft 200 ft. FW-26717 4 Jun 53

Heat exchangers 3 ea. FW-26717 4 Jun 53

Expansion valves 4 ea. FW-26717 4 Jun 53

Flare nuts 6 ea. FW-26717 4 Jun 53

General Services Administration, Region 2, Business Service Center, 230 Hudson St., New York 13, New York

Heating system correction at Job None 29 May 53

Philadelphia, Pa., Vets Administration, 128 N. Broad St.

NATIONAL ADVISORY COMMITTEE FOR AERONAUTICS

National Advisory Committee for Aeronautics, Langley Field, Virginia Gas, refrigerant, "Freon" or "F-12" in standard 50 Cylinders 2,000-lb. cylinders L-6224 2 Jun 53

check the PRICE

check the INSTALLATION COST

check the FEATURES

LARKIN
low temperature
HUMI-TEMP
with time-tested
and proved
FROST-O-TROL
automatic
hot gas defroster



CHECK ALL THREE—price, installation cost, features—and you'll choose LARKIN! Here is the low side unit that takes the toughest defrosting jobs in stride—from -32°F sharp freeze rooms to 30°F meat storage lockers.

Low first cost, dependable performance, positive product protection, and economical operation add up to customer satisfaction.

Simplified installation cuts this cost to the bone. It is only necessary to run one extra wire, one extra gas line, and mount the compact control panel.

Get the facts from your wholesaler. Let him explain why dealers from coast to coast are choosing the LARKIN Humi-Temp line with Frost-O-Trol Hot Gas Defroster.

Features that Sell and Satisfy

- Minimum temperature rise during defrosting
- Adjustable defrosting time
- No excess heat or moisture load
- Lower operating costs
- Higher efficiency of cooling unit
- Heat applied throughout entire coil
- Melts icing from inside out
- Simple, low-cost installation
- Electrically heated drip pan assures positive drainage of melting ice and water—prevents freezing and spill-over

